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# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 21st Street, New York City

VOL. LXXXIII

NEW YORK, APRIL 24, 1913

No. 4

**A**DVERTISING  
is a business of  
uncertainties.

Our experience is that the preferences of people for a given commodity can be gauged by no set, pre-determined law. That which with some soon wins high favor, for another may hold no appeal at all.

A food product will furnish an example—

Some months ago a prominent importer brought us an article which in parts European is regarded as a dietetic staple.

Contemplating its introduction to the American palate, he sought advertising as the shortest route to a crystallization of that thought.

Coveting a business nation-wide, many thousands of dollars were set aside with which to do the advertising job.

Our advice was: "Before the plunge, first try it out in a few representative towns—at these points sample liberally to see if the new product will repeat."

Impatiently, but with good grace, this counsel was adopted.

Result: A horde of dealers stocked to the gunwales with the goods, but not one in a hundred of those sampled coming back for more.

We are glad that in this case experience counselled conservatism. That man also is glad, because thus he was saved a business failure and a large financial loss.

To you who would promote a new product, or introduce in new fields a product old, the Ayer line to success or to knowledge economically gained is recommended.

N. W. AYER & SON

Philadelphia

New York

Boston

Cleveland

Chicago

# The Making of a Winner

**T**HE Champions played the Tail-enders.

From a *spectacular* point of view the Tail-enders played rings around them.

They made *ten* hits to the "Champs'" *four*. They stole three bases to their apparent one.

Yet the Champions won.

They *bunched* their four little hits in one inning and netted three runs.

The Tail-enders *spread* their ten thinly over nine innings and failed to make a tally.

\* \* \*

**M**ANY an advertising campaign fails because it's spread out too thin for results.

Concentrated in a given state or section, it has "punch" enough to bring home the orders, but thinned out over the whole U. S. it fails to get results. Think it over.

\* \* \*

**STANDARD FARM PAPERS** are selective media. They deal with the farming problems of a given class or section.

They cover this chosen

field intensively, often reaching one out of every two or three farmers in sections where 50% of the people are *directly* interested in agriculture.

That's close enough to turn interest into sales.

And it gives you the chance of hammering hard enough in a limited territory to get *real* dealer interest.

Then you can spread out as your sales warrant.



TRADE MARK OF QUALITY

## Standard Farm Papers

are	California Country Journal,
	San Francisco, Cal.
<b>Farm</b>	The Farmer, St. Paul
	Oklahoma Farm Journal
<b>Papers</b>	The Ohio Farmer
	The Michigan Farmer
<b>of</b>	The Breeder's Gazette
	Hoard's Dairyman
<b>Known</b>	Wallaces' Farmer
	Kansas Farmer
<b>Value</b>	The Wisconsin Agriculturist
	Indiana Farmer

Wallace C. Richardson, Inc.,  
Eastern Representatives,  
41 Park Row, New York City.

Geo. W. Herbert, Inc.,  
Western Representatives,  
First National Bank Bldg.,  
Chicago.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXIII

NEW YORK, APRIL 24, 1913

No. 4

## BINDING CUSTOMERS CLOSER TO THE HOUSE

HOW A MANUFACTURER HAS GONE ABOUT DOING IT—BROAD SCOPE OF THE CO-OPERATIVE ADVERTISING SERVICE—HOW THE ACTIVITY OF CLERKS IS STIMULATED—WHAT TRIPS ON ROAD AMONG DEALERS HAVE DISCLOSED

By John Allen Underwood,  
Manager Advertising Department, The  
Favorite Stove & Range Co.,  
Piqua, Ohio.

Several weeks ago a man who formerly had charge of the advertising department of a large and well-known maker of stoves and ranges dropped into my office. Among other things, we discussed the problem of getting dealer co-operation.

"Underwood," he said, "you are up against a mighty hard proposition. There is no class of retail merchants so badly overwhelmed with selling plans and efforts at co-operation from manufacturers as the hardware dealers. They are told 'how to increase your sales' and 'make more money' by makers of refrigerators, roofing, builders' hardware, fence and hundreds of other lines of goods. In every mail they get from one to six circulars or folders, each with a striking title, such as, 'Mr. Merchant, why not double your sales next month? This folder tells how,' and others calculated to make Mr. Merchant jump for ink bottle and paper and send in an order by return mail.

"But hardware merchants are pretty callous to that sort of thing now. They throw the letter in the waste basket. For nearly two years I tried to secure the co-operation and friendship of retailers selling 'Fireproof' stoves and ranges, but I never succeeded to much extent. It's a hard problem."

Much of this man's statement is undoubtedly true, yet the encouraging growth of the Favorite Stove & Range Company during the past three years has been largely due to the close relations which we have developed with our customers in that period.

Prior to my organizing the Favorite advertising department, the makers of Favorites had done very little advertising in the years immediately preceding. They were suspicious of it, as well they might be, for ten years before they had placed their advertising in the hands of a then widely known agency, which had sunk over \$25,000 without increasing sales a single dollar. In fact, the sales for the year following the expenditure fell off slightly. This fiasco followed bad judgment in selection of mediums.

This was a real "advertising failure," without extenuating circumstances, due simply to the fact that the agency in the case either did not or could not correctly analyze conditions in the stove business.

### THE COMPETITIVE PROBLEM TO BE MET

The stove field is badly overcrowded. Every state in the Mississippi valley, as well as in the Northern Atlantic section, holds many stove manufacturers.

Most of these concerns are small, selling their product in the regions not greatly distant from their plants.

The big manufacturers are at a disadvantage when invading the territory immediately surrounding the little foundries, as the latter are necessarily able to ship their product at much less expense than the larger makers, whose plants are farther away.

There are many different types of manufacturers engaged in the

stove business. Some make only ranges and concentrate their selling efforts on them alone; others manufacture a heating stove and range. A number, who are more ambitious, build one base-burner, one cast range, one steel range and one soft-coal heater.

A few—and these include the largest manufacturers—make complete lines of stoves and ranges to meet all heating and cooking requirements and to consume all kinds of fuel.

Most retail merchants handle from three to six different lines of stoves and ranges. This general condition reacts heavily against a concern like the Favorite Stove & Range Company, that makes one of the largest lines of stoves and ranges in the world and that sells only to one agent in a community.

If this agent handles competing makes in connection with the Favorite, he cannot do justice to our big line, as only a small part of it can be shown on his floor.

He closes the gateway of his community to the remainder of the line, for stoves not shown on sample cannot be sold.

#### MARKET THAT WAS SLIPPING AWAY

Prior to 1910 the Favorite people beheld their market gradually slipping away from them. New customers were harder to make, old ones more difficult to hold. Mistrustful, they turned to advertising as a last resort, and I came to Piqua in January, 1910, to organize an advertising department.

I first spent several months on the road with one of the best salesmen. The information that I gained by thus coming into contact with the firing line was invaluable in planning the campaign.

Everywhere the merchants were more than cordial to the "advertising manager." They talked to me freely. Parenthetically, it seems to me that the first step in planning a campaign intended to secure dealers' co-operation should always be taken in this way by an advertising manager.

The retailers asked me searching questions about advertising; what kind I thought they could use to advantage; what about

## Customers' Information Blank



For the Exclusive Use of the  
Advertising Department of the  
Favorite Stove and Range  
Company, Piqua, Ohio.

This blank—completely filled out, and returned to us—entitles you to the free use of our Monthly Advertising Service.

We will send you every month five attractive and forceful advertisements, beautifully illustrated and prepared for your special use on the lines of seasonable merchandise that you mention on the last page of this blank. None of the advertisements will feature Favorite Stoves and Ranges.

From the five advertisements sent you monthly, you can select as many as you can use, and we will ship you the cuts, illustrating them free, transportation charges prepaid. There is no charge for this Service whether you use none or all of the ads we send you monthly.

By simply filling out and mailing this blank, you are entitled to all the advantages and benefits of this monthly Service, without risk or expense.

If you wish to mail out folders and circulars to the named on your mailing list we can prepare them for you complete so they will be opened and read by the people to whom they are addressed. This Service is also free.

It is fully understood that you agree to send us copies of the newspapers—or circulars—in which you place the advertisements we write for you.

IF YOU DO NOT DO THIS IT IS AGREED THAT THE CUTS WILL BE CHARGED TO YOU AND PAID FOR AT THE RATE OF 50c EACH.

Return this Blank when properly filled out to

Advertising Department

**The Favorite Stove & Range Company**

PIQUA, OHIO

HOW THE DEALER AD SERVICE IS PLAYED UP ON COVER OF  
FOUR-PAGE FOLDER

All these concerns fight desperately for business in an overcrowded field. Retail hardware and house-furnishing merchants are oversolicited to handle stoves and ranges—merchandise which they do not regard as any too profitable, due to excessive competition. This condition leads to price cutting, to lack of selling initiative, to ignorance of how correctly to manage stove departments and to lack of proper co-operation from manufacturers.

## THE LATE J. P. MORGAN

***said that he considered a man's character and not his financial assets in extending or refusing credit.***

All advertisers depend for success on the credit extended to their sales-story.

That necessitates a thorough investigation of the character of the mediums used for advertising. An advertiser's sales-story is judged by the company it keeps.

In the best sense of the word, Everybody's Magazine possesses character. Fearlessness, vigor and initiative characterize its editorial policy. An unusually rigorous censorship characterizes its advertising policy.

Everybody's character gains from its readers an intensity of support for its advertisers. Take advantage of this fact plus a guaranteed net circulation of 600,000 per month. \$600 per page. June forms close May 5th.

# Everybody's Magazine

*Robert D. Cunningham*

W. R. Emery,  
Western Manager,  
Marquette Bldg., Chicago.

Advertising Manager  
New York

their show windows, their arrangement of stock, their mailing lists, and their local newspapers.

I learned their attitude toward the stove business, and particularly Favorites. I impressed on them all, as strongly as possible, that there was going to be an earnest, honest effort made on our part to help them increase their sales, not only of Favorite stoves and ranges, *but also every other line of merchandise they handled.*

It is not my intention here to tell the whole story of how we get our customers vigorously to advertise and push Favorites. That is a story in itself. I intend to tell simply how we have bound our customers so closely to ourselves that, whereas in March, 1910, we had but four per cent of our customers handling Favorites exclusively, we now have almost 30 per cent, and this ratio is constantly increasing.

#### AIM OF NEW CAMPAIGN

In other words, from the very beginning of our advertising department, we concentrated the principal part of our effort into the work of developing the customers who were then on the books into better friends of the company, and consequently into larger buyers of our goods. By giving them co-operative service that would leave nothing undone and by showing them that we were actually interested in helping them get more business for all their stock, we succeeded in selling them a larger and more complete variety of the Favorite line and in inducing a great many of them to discontinue selling com-

peting makes in connection with ours. I have only recently begun a campaign to get more customers.

On returning from my trip among our customers, I mailed out to our entire list the following letter.

You have heard of the fortunes that have been made and are being made in the larger cities and towns by the retail merchants.

These great successes are due to scientific methods of advertising.

It would be out of the question for you to attempt to secure for yourselves, exclusively, the services of the man with the experience necessary to carry out such a campaign. The cost would be prohibitive.

But we have worked out a plan by which you may have just such expert service.

We have organized an advertising department and plan that will bring just such skill into your store.

Our plan will increase your sales and make your store the most prominent of its kind in the town.

We anticipate now what you are

going to say: "Why are you taking such interest in our proposition?"

Here is our reason:

We know if we bring more customers to your store we will bring more range buyers to your store. So, you see, our motive is a selfish one in a degree, after all.

To help us work out this plan, we want you to write us at once and give us complete information as to the kind of advertising you are now doing, and if you would be interested in knowing more of the way in which our advertising department can help you.

Will you do this for us at once? Or, rather, do it for your own interest, for the fact is it means more to you in dollars and cents than it does to us.

Remember, this information will not obligate you in any manner, but it will mean to you a substantial increase in business.

The object of this letter is clear—simply to arouse the curiosity of the dealers and to get an expression of interest from them. Three thousand eight hundred and sixty-nine letters were mailed out. In

A Favorite Fanno - A Good Dinner - A Happy House

## Are you wondering what Lawn Mower to buy?

If you are, we want you to stop in and see us. We have the lawn mower you want.

**It's the Keen Kutter—**  
The best lawn mower on the market today. There is no other lawn mower which has the remarkable features which this has. It is the **Lawn Mower of Quality**

It is built American, and the construction renders complete maintenance. And you get it at the lowest price. It is light, strong, and gives you as you run it, saving expense and unnecessary energy. This is to be continued, at the low price of maintenance and for service.

It has the revolving knives, cutting a close and continuous cut. And all parts are exactly made, and carefully adjusted, which means a lifetime of use, and an economy of cost.

14-inch Mower \$4.50 18-inch Mower \$7.50

**The Malta Hardware Company**  
DEALERS IN HARDWARE  
Lodge Building MALTA, OHIO



SHOWING HOW ONE MANUFACTURER WRITES DEALER COPY ON ANOTHER MANUFACTURER'S GOODS

# The Farmer Carried More Commercial Advertising in March Than Any Other Farm Paper in the United States

It also made the greatest increase in commercial advertising in March, 1913, over March, 1912, of any farm paper in the United States.

The Farmer gave its readers more pages of reading matter in proportion to advertising carried in the year 1912 than any other farm paper. It printed 50 per cent more reading matter than advertising during the year.

Most farm papers print more advertising than reading matter, and those that print as much reading matter as advertising think that they are doing well by their readers.

The Farmer, however, gives the readers the best of it by 50 per cent—that's why it pays advertisers so splendidly, and why it has gradually forged ahead notwithstanding the fact that it has the strongest list of competitors to be found in any localized farm territory.

The volume of advertising which The Farmer carried in March is the strongest possible testimonial to its standing as a producer of profitable results to advertisers.

## THE FARMER

St. Paul, Minn.

Webb Publishing Company, Publishers

Western Representatives  
George W. Herbert, Inc.  
600 First Nat'l Bank Bldg.  
Chicago, Ill.



Eastern Representatives  
Wallace C. Richardson, Inc.  
41 Park Row, New York,  
N. Y.

**Guaranteed Minimum Circulation, 140,000**

Member Standard Farm Paper Association.

five days we had received 1,417 expressions of interest from our customers, most of them telling about the kind of advertising they used, and all asking for further particulars of our plan.

Eight days after the first letter had gone out, we mailed to the same list of customers the following letter:

Five strong advertisements—written by high-priced men—sent to you every

## Protect the Family Health



Nothing is more important in the home than the right kind of a refrigerator. Poor ones breed diseases, grow germs, and poison foods.

Select your refrigerator from our great assortment. You can get one here that will keep the

food entrusted to its care sweet and fresh—

That, by proper ventilation, will prevent one sort of food from absorbing the taste and smell of another—

That will be economical in the use of ice—

That will be hygienic—easy to clean and to keep clean—

The saving on ice alone will pay for one of these refrigerators in time, and think of the comfort—safety—and economy it will bring into your home. Take steps now to protect the family health.

### Your Name Here

"FAVORITE" STOVES ARE MENTIONED ONLY  
IN THE TRADE-MARK SHOWN ON  
REFRIGERATOR

month. Illustrated by attractive cuts—shipped prepaid to you—covering every line of seasonable merchandise in your store—and all free of charge!

This is the remarkable advertising service which the blank you found with this letter offers you. If you wish to use it, simply fill out and return this blank to us.

Other valuable features of the powerful Favorite advertising service are told about in the attractive little folder also enclosed with this letter.

If there is anything described therein that you would like to use in your business, write me personally and I will see that it is sent to you.

If you desire to make use of the advertising service offered you by the blank, I would suggest that you return it—properly filled out—to us at once.

With this letter I enclosed a "Customer's Information Blank." Briefly, it formulated a plan whereby our customers could enjoy a free advertising service, furnished monthly, on every line of

goods in their stores, *excluding* stoves and ranges. I will explain more about this shortly.

Another small folder, attractively printed in colors, was also enclosed. This outlined the functions of our new advertising department, including the ways in which we intended to help our customers advertise and sell Favorites.

One week after the mailing of this letter our department was swamped with the task of preparing advertisements for our customers. Seven hundred and eighty-two merchants had returned their information blanks, completely filled out, in order to secure the service.

To-day we have about 1,680 customers for whom we prepare newspaper advertisements and mailing folders monthly, according to the terms of the service. A long article would be required to explain how we handle this great task in the most economical, yet serviceable, way.

Our department includes good copy writers and artists, who are constantly employed preparing new ads and cuts. We maintain a complete file of literature on about everything handled in hardware or house-furnishing stores. The variety of cuts that we have collected for illustrating such merchandise is, I believe, as complete and attractive for the purpose as any in existence.

The great success of this service and its popularity among our customers is, in my opinion, due principally to the manner in which we adapt the advertisements and cuts to the individual requirements of each customer. From the data given us by the merchant filling out the "Customer's Information Blank" we are able to do this.

#### NATURE OF INFORMATION BLANK

The answer to the question: "Kind of buyers—city or farmer trade, or both? As a class do they demand the best or does a low-priced article interest them?" tells us to whom the appeal in each advertisement must be directed and the lines along which

## ***The Chicago Tribune's Sworn Statement Made Under New Postal Law***

The Tribune herewith publishes for the second time its circulation for the past six months, as required by Act of Congress.

In comparison with the governmental regulation of other businesses the newspaper law is not oppressive.

The Tribune had no part in the attack upon the constitutionality of the statute and sincerely trusts that when this has been swept away the Postmaster General and the Attorney General will proceed with the vigorous enforcement of the law.

### **AFFIDAVIT.**

Average number of copies of each issue of this publication, sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement (April 1, 1913):

<b>DAILY . . . .</b>	<b>245,449</b>
<b>SUNDAY . . . .</b>	<b>363,119</b>

THE TRIBUNE COMPANY, by  
ROBERT R. McCORMICK, President.

Sworn to and subscribed before me this First day of April, 1913.  
[SEAL] EVA STREIT, Notary Public.

(My commission expires August, 1914)

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*NOTE—The above figures are exclusive of all papers which have been wasted, spoiled, returned, duplicated, delivered as complimentary, in exchange, as samples; which were missed or lost or late in arriving at their destination or that remained unsold. They also are exclusive of papers paid for but on which money so paid has been refunded.*

its argument must run, whether those of quality or price.

The answer to the questions: "How long has your store been established? In your opinion, are you getting your share of the business? Is competition keen?" gives us the position of each store for which we write the ads, whether dominant in its field or forced to fight hard for business.

This decides the tone of the advertisement.

Also the questions: "Do the people in your vicinity buy very extensively from the mail-order houses? Do you feel this kind of competition very much?" permits us to insert an occasional ad against mail-order concerns and the evils of buying by mail.

The request on the last page of the blank is most important: "State fully all lines of merchandise which you wish to advertise during the year, giving the trade-mark name or maker's brand of same." This gives us the lines of goods on which to base our monthly advertisements, together with the brands handled. A glance over this page of the information blanks, which have been returned to us containing our customers' comments, would be extremely interesting to many manufacturers and national advertisers of paints, roofing, builders' hardware, etc.

As mentioned, we have on file complete data on about all the different brands of merchandise handled in hardware or house-furnishing stores. For instance, we have literature describing forty-seven different kinds of prepared paint. When a customer desires an ad on "Green Seal" or "Bradley &

Vrooman" paints, we are able, by referring to our files, to prepare ads for those brands specifically. This makes the best kind of advertising for our customers.

Every ad we send out is illustrated by an appropriate cut. Each cut contains our trade-mark. This is the only advertising that we secure from this service, but it is important, for it has been the

means of impressing this mark on the people of the communities where this advertising service is used.

Complete instructions for the composition of each ad are given upon the layout and copy. This is necessarily simple, for none but the papers in the larger cities are capable of giving the more elaborate display and composition.

There are reproduced here-

with several examples of ads we had prepared for our customers. They show the manner in which our trade-mark and mention of Favorites is worked into the illustrations in the ads.

I have strictly enforced the rule of charging fifty cents each for the cuts, providing newspapers containing the advertisements in which they are used are not returned to us by our customers. All present users of the service return papers promptly, and, in fact, there have been few charges made for cuts. Thousands of papers weekly are received in our department, and it is quite a job to check them up. We consider this trouble worth while, as it insures that every cut we send out is either used or paid for.

Our mailing-card service is an-

Favorite Stores and Dealers who prepare in the best equipment display in the world.

## Cold Facts About Refrigerators

We've been in business a good many years. We've handled and sold kind of refrigerators, one better or less than others. That's the Leonard Cleanable—We'll tell you why.

**Leonard Cleanable—We'll tell you why**

In the first place, Leonard Cleanable Refrigerators are built with eagle eyes. You'll see why. Because the construction of each machine is so built that the inside of the refrigerator can be cleaned out and the inside of the door can be cleaned out. This is important, for it keeps the refrigerator clean and cool.

There is no other refrigerator made in the same careful way.

In the second place, Leonard Cleanable Refrigerators are built with eagle eyes. You'll see why. Because the construction of each machine is so built that the inside of the refrigerator can be cleaned out and the inside of the door can be cleaned out. This is important, for it keeps the refrigerator clean and cool.

"What others advertise we sell for less!"

**Boyce Hardware Co., PORT HURON**  
BIG HARDWARE STORE



A PIECE OF COPY USED EXTENSIVELY BY  
"FAVORITE" DEALERS

## Advertising success—a matter of four ingredients:

*Right Market; Right Product;  
Right Distribution; Right Advertising*

Philadelphia is the right market. It is the third largest city, 93% of whose people live in *homes*, not in flats or tenements.

Is yours the right product for, these thrifty, intelligent folk, who appreciate home life, its comforts, necessities, luxuries?

Right distribution and right advertising should be the Siamese Twins of success—one can scarcely exist without the other.

There is no better way to insure the health of these twin ingredients than to utilize the strong influence of

# *The Philadelphia Bulletin*

March Circulation

**303,374** Copies  
a day

"The Bulletin's" circulation figures are net—all damaged, unsold, free and returned copies have been omitted.

This is a larger circulation than any daily paper has ever attained in the State of Pennsylvania.

Therefore, you need "The Bulletin" if you "want Philadelphia."

**WILLIAM L. McLEAN, Publisher**  
CITY HALL SQUARE, PHILADELPHIA

CHICAGO OFFICE—

J. E. Verree,  
Steger Building

NEW YORK OFFICE—

Dan. A. Carroll,  
Tribune Building

other method of advertising co-operation which has been very successful among our customers.

#### HOW DEALERS' MAILING LISTS ARE SECURED

In the fall of 1910 I wanted to get hold of our customers' mailing lists to carry out an idea I had conceived for advertising Favorites. So I wrote to all our agents and told them that we were planning to issue monthly mailing

nishing electros and matrices free. Thus we obtain extra advertising for Favorites all the year round.

This plan enabled us to get hold of mailing lists that we never could have obtained by directly asking for them. They have been immensely valuable to us in advertising Favorites, and it was because we anticipated this, that the mailing card plan was originated.

We publish a number of books for our customers from time to time. They tell about successful selling plans, outline proper methods for advertising, and always contain something calculated to induce merchants to advertise and push Favorites with enthusiasm and energy.



April is coming with the Showers of Spring.

It's almost House-Cleaning Time, too—with lots of new Hardware and Furnishings to be bought.

You want only the best Hardware and Furnishings for your home,

And that brings you here—for we are offering better goods for less money than any other firm in town.



Favorite Ranges bake quickly, evenly, and economically.

DEALER & CO.

#### SAMPLE OF MAILING CARD SUPPLIED RETAILERS

cards, which would advertise their entire business and Favorite stoves and ranges.

A sample mailing card was enclosed with the letter, and we offered to mail out these cards monthly to all the names on our customers' mailing lists, provided they would pay for the cost of the postage—a cent a card.

This idea was popular right from the start. The only snag we encountered was the suspicious attitude of a few merchants, who asked if we were getting these mailing lists in order to sell direct from factory to consumer!

One of these monthly cards is shown with this article. To-day we print and mail out about 400,000 monthly. We also obtain additional advertising from them at slight cost by mailing monthly to our customers proofs of ads containing the illustration shown on the current mailing card. These ads play up the cards and call attention to Favorites. Most of our customers who use the cards also order and run the ads in their papers at their own expense, we fur-

#### ADVERTISING BOOK FURNISHED DEALERS

By far the most important of these books—and the one in greatest demand among merchants—is the "Favorite Advertising Book," which is issued every two years. It is practically a text-book on our advertising department. It details every feature of our advertising service, contains articles of help and of interest for retailers, such as: "The Science of Window Dressing," "How to Plan a Successful Advertising Campaign," "Selling Plans for Every Month of the Year," and most valuable of all, almost three hundred completely written and illustrated advertisements on every conceivable line of merchandise found in the average hardware and house-furnishing store. A special section is devoted to advertisements for Favorite stoves and ranges.

We have received requests for this book from merchants in every part of the world, from Cuba, South Africa, Australia, Hong Kong, Honolulu, and several countries in South America. It is, in fact, an encyclopaedia of retail hardware and furnishing advertising. This advertising book, in

(Continued on Page 111)

# The Boston Post

*is profitable "by reason of its tremendously big circulation, the biggest or next to the biggest of any morning paper in the entire country."*

—Mr. FRANK A. MUNSEY in Boston Journal, Feb. 26, 1913

## CIRCULATION AVERAGE FOR MARCH

Boston Daily Post	Boston Sunday Post
<b>413,254</b>	<b>318,836</b>

## TOTAL DISPLAY ADVERTISING

(Newspapers with Daily and Sunday Editions)	Month of March AGATE LINES	First Three Months of 1913 AGATE LINES
<b>Boston Post . .</b>	<b>616,704</b>	<b>1,487,424</b>
<b>Boston Globe . .</b>	<b>534,760</b>	<b>1,307,494</b>
<b>Boston American .</b>	<b>479,887</b>	<b>1,187,921</b>
<b>Boston Herald . .</b>	<b>385,007</b>	<b>921,834</b>

Classified Advertising not included in above totals

### Automobile Display Advertising

	Month of March Agate Lines	First Three Mos. of 1913 Agate Lines
<b>POST . . .</b>	<b>79,815</b>	<b>112,133</b>
<b>Globe . . .</b>	<b>72,013</b>	<b>104,343</b>
<b>American .</b>	<b>69,305</b>	<b>86,994</b>
<b>Herald . .</b>	<b>67,877</b>	<b>87,410</b>

Classified Advertising not included in above totals

### The BOSTON POST


Leads in Local Display
The BOSTON POST
Leads in Foreign Display
The BOSTON POST
Leads in Automobile Display
The BOSTON POST
Leads in Total Display

Eastern Representative—Kelly-Smith Co., 220 Fifth Avenue, New York  
Western Representative—C. Geo. Krogness, Marquette Bldg., Chicago

Statistical information  
the big public libraries  
**THE RED BOOK MAGAZINE**

MAY 1913  
PRICE 15 CENTS

THE  
**RED BOOK**  
MAGAZINE

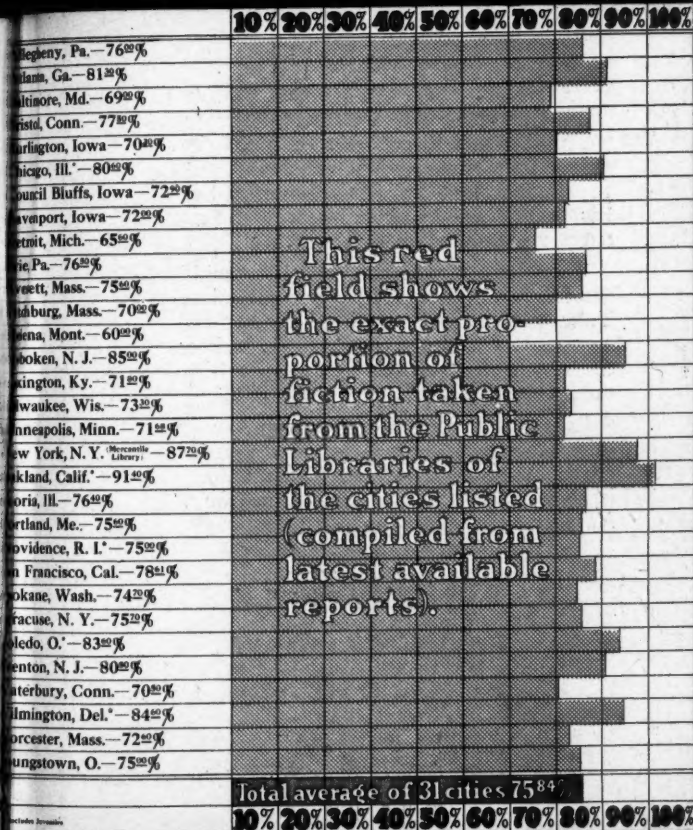


STORIES by  
Jaines Oliver Curwood  
Kennett Harris  
Ida M. Evans  
Harris Dickson  
Michael Williams  
Earl Derr Biggers  
Horace Hazeltine  
Charles R. Barnes  
Campbell MacCulloch  
Ellis Parker Butler  
and others

A  
new  
"KAZAN"  
Story in  
this issue

Every advertising  
**THE RED BOOK**  
faces a page of read

on the demand for fiction in  
improving the soundness of  
INE all-fiction policy.



ertising  
BOOK M  
e of read

includes libraries

## **"Selling" Your Advertisement to the Reader and to the Dealer**

Your page advertisement in June Good Housekeeping will have its own power doubled by a concentration of strong, direct and definite helps from the magazine itself.

A colored insert will bring home to every reader, from a new approach, the fact that Good Housekeeping advertisements are absolutely guaranteed, their statements verified, and the quality of the products made certain by thorough investigation.

This insert will gather to a focus the accumulated reader-confidence and reader good-will which a well advertised Service has built up, and deliver them to the advertisers represented in the issue.

Your advertisement will be "sold" to dealers with equal vigor and definiteness. Your product receives three distinct recommendations to the 5000 Good Housekeeping Stores, in the manner explained hitherto upon this page.

Last advertising forms close May 5th—others earlier. Intense interest will be secured from readers and dealers for this issue—it will pay you to be in the June Number.

## **Good Housekeeping Magazine**

*Co-operates with the Retail Merchant*

NEW YORK  
WASHINGTON

CHICAGO  
BOSTON

## AUDITING THE AUDITORS

WHAT ADVERTISERS AND ADVERTISING AGENTS WOULD LIKE TO KNOW IS HOW MUCH RELIANCE IS TO BE PLACED UPON THE CIRCULATION REPORTS OF PROFESSIONAL AUDITORS—CAN THE AUDITOR BE FOOLED BY A DISHONEST PUBLISHER?—A LITTLE CATECHISM FOR WOULD-BE AUDITORS OF CIRCULATION

Mr. Advertiser or Mr. Advertising Agent finds in his morning mail an impressive looking document signed by a professional auditing concern and certifying that the actual net circulation of such and such a publication is 216,499.

Time was when a document of this kind was received with a great deal of respect. It is a question in the mind of Mr. Advertiser whether such respect is still not due the certificate of the professional auditor. At the same time Mr. Advertiser notes with apprehension that the number of concerns that are going into the business of "auditing" circulations seems to be increasing rapidly. He wonders if the Audit Company of St. Louis and the Audit Company of San Francisco are equally competent to handle such a difficult and baffling problem as that of circulation. He does not question the integrity or the good intentions of any particular auditor but he recalls a certain warm locality that is popularly supposed to be paved with good intentions. He wonders if a scheming publisher might not be able to "put it over" on some well-intentioned but unwary auditor.

In other words, Mr. Advertiser would like to know if he may safely apportion his appropriation on the showing of these audits. Are all these various auditors equally competent, are they equally versed in ways that are dark and can they be relied upon in each case to unearth the real facts about circulation which frequently lie very, very far below the surface?

Mr. Advertiser who has had his eye-teeth cut years ago reads with

close attention a clause in the latest audit. He notes that the auditor "has had free access to paper bills, postal receipts, office records, pressroom reports and mailing lists." That does not sound conclusive to him.

Why, oh, why did the auditor not have access to the *cash books*, he wonders. If a daily paper had heavy "returns," that item might not show anywhere *except* in the cash books. Some daily papers have been known to have as high as sixty per cent returns. Therefore, when an auditor renders a report without having had access to the cash books, his figures may be worth less than nothing at all. How many audits are being rendered without inspection of the cash books or some equally important source of information? Such audits might credit a paper with 100,000 circulation, whereas, in actual fact, only 40,000 copies are being sold to genuine readers.

It is known that many publishers have declined to allow a "circulation auditor" to inspect the cash books on the ground that they contain private information. Yet the audit has been conducted, nevertheless, and the resulting figures published to the world as revealing the true condition of things. In some cases that is so and in others it is not. The cash book reference is used here merely as an illustration. There are other snags which an auditor unversed in a publishing way is likely to strike.

Following along this interesting train of thought, Mr. Advertiser feels that he would like to have a little inside information about how circulation audits are being conducted, which of the many audits are thorough and which are not,—if any. Accordingly, PRINTERS' INK has been asked to suggest a little catechism for auditors. The following questions were formulated in response to this suggestion.

## A STANDARD QUIZ FOR AUDITING CONCERNS

1. In employing a new auditor, do you require any previous ex-

perience or familiarity with the publishing business?

2. How long a training do you give him before permitting him to make audits alone? Describe the nature of the training.

3. In computing mail subscriptions, what precautions do you take to guard against padded lists? Describe some of the illegitimate classes of subscribers you have thrown out of such lists.

4. What measures do you take to find out whether names are being carried beyond the expiration of subscription?

5. How do you prove the genuineness of a given list of subscribers? What percentage of the total do you test and describe the test minutely.

6. With newsstand sales, how can you be sure that the publisher is not withholding some of the returns from your inspection?

7. How can you be sure that a quantity of sample copies or complementaries are not being counted as paid?

8. Supposing a publisher wanted to conceal the existence of a premium offer, how would you detect the actual situation?

9. Describe three or four of the schemes where a professional circulation-getter agrees to furnish the publisher with a large list of "subscriptions" for which the publisher is paid little or nothing. If the publisher wanted to conceal such a method, how would you be able to unearth the real facts and how would you classify such names in your audit?

10. How do you treat clubbing offers?

11. If a subscription canvasser were allowed to retain the full amount of the subscription price as his remuneration, would you count the resulting names as legitimate subscriptions? Supposing such "commissions" were "passed through the books," how would you detect it?

12. What is the average length of time it takes you to audit a daily paper? A monthly magazine?

13. How would you class subscriptions received under the fol-

lowing conditions—merchandise premiums given to *solicitors*, amounting to at least 100 per cent of the full price received, and a cheap premium given by the solicitor to the subscriber under the title of "receipt"? How would you find out the number of subscriptions which had been secured in this way?

14. In the case of a paper giving an editorial "write-up" in return for purchases of a thousand copies, would you find it out, and how would you classify this circulation?

The only concern to which these questions were submitted is the Association of American Advertisers, the membership of which includes some of the "wisest" buyers of space in the country. The head auditor made his replies very promptly and very cheerfully. Furthermore, he intimated that if his answers were not satisfactory in any way he would be glad to elaborate them to any desired extent.

The question before the house is: Are all the other concerns possessed of ambitions to undertake circulation audits willing to undergo a similar examination? And if so, would *all* of them be able to acquit themselves equally well?

#### ANSWERS OF THE A. A. A.

1. Before securing employment by this association, an auditor is required to furnish proof of previous experience regarding newspaper and periodical circulation.

2. It has been the practice of the association to keep a new auditor at headquarters where minor cases are entrusted to him for a month or six weeks. He is also required to study the work of more experienced men and is given their assistance and advice when starting on cases of larger importance.

3. In computing mail subscriptions, precautions are taken to see that the post-office receipts account for the number of copies said to have been mailed. Examiners are instructed to call for a sufficient quantity of "original orders" to be thoroughly repre-

sentative of the mailing list and after comparison of these with the list to make a thorough analysis showing the number gained by each method, the price paid and the effect upon the cost of subscription.

We do not authorize examiners to "throw out" any part of a publisher's list except copies which are circulated absolutely free and are included by the publisher amongst his subscriptions. We instruct them, however, to make clear the methods used by a publisher, and these are set forth for the information of our members as individuals.

4. Examiners are instructed to analyze mailing lists for expiration dates, and if dates be not given on lists to search other records such as stencils and "original orders."

5. We test the genuineness of lists as described in answer to question "3," and by means of cash book entries. It has not been found practicable to fix any percentage of names to be so tested. Conditions vary so much in this respect that this matter is left to the discretion of the examiner.

6. The copies paid for and the returns should account for the output. If cash receipts representing so many copies and the number of returns and spoiled copies do not account for the copies circulated, examiner must inquire into the discrepancy and exhaust every means at his command to ascertain the facts.

7. If samples or complimentaries are being counted as paid, such a course will inevitably appear in examiner's failure to find original orders for names carried on list. The defect, if fairly representative of the list, should show that there is a proportion of names for which no orders could be produced.

8. Similarly, the existence of all premium offers will show in a careful examination of original orders, or in the case of newspapers through a search of the files or the cash book.

9. There are known to be several firms which make a business of getting subscriptions for pe-

riodicals under contract on terms which net the publisher only a small fraction of the subscription price. It would be next to impossible for a publisher to conceal such a method if an adequate number of orders are called for. Such a process is carried on usually only in large quantities. The contract in each such case should be called for and copied—or, at least, its terms should be made clear in examiner's report.

10. We treat clubbing offers in a manner similar to the above—stating combination price—clubbing price and amount secured by each publication interested.

11. As stated above, we do not authorize an examiner to eliminate so-called "illegitimate" subscriptions from those which are unquestionable. We require him only to state all the facts. The United States Government has never yet defined a "legitimate" subscriber under the Act of March 3, 1879. It, therefore, seems beyond the province of an auditing concern to do more than to give each of its members a chance to form his own judgment. Canvassers work on salary or commission—sometimes on both. No experienced auditor would fail to state such method of compensation and its amount.

There are some conditions which only shrewdness and experience on the part of the examiner can overcome. These, however, are very rare and this association has means at its command of definitely deciding facts outside of its examiner's work.

12. There are newspaper cases which have occupied an examiner's time for three weeks or a month. The question is not so much one of time as of thoroughness. Circumstances alter cases. If records are systematically kept less time is required. If there is a poor system, or (as in some cases) little or none, more "digging" is necessary. It would be difficult to state an average length of time.

13. This question has been answered above. It is not believed that any advertiser looks with favor upon "gift" subscriptions,

or the refunding of the subscription price by means of merchandise of equivalent value. Comparison of orders and searching of other data should show the proportion of the whole list so secured.

14. "Write-ups" given as payment for purchase of copies in bulk, political campaign subscriptions, coupon schemes, guessing contests and the like are included in the methods used by publishers for which our men are taught to search and inquire into. We do not, as stated above, attempt to "classify subscriptions." We give the facts and do all possible to give them intelligently and correctly.

#### AMENDMENT SPOILS IOWA STATUTE

DES MOINES, IA., April 17:—PRINTERS' INK statute introduced in Iowa Senate early in session, and killed within forty-eight hours. Introduced in House, and passed with only two dissenting votes, but lost in the Senate again by one vote. Motion for reconsideration filed, and campaign of personal education on negative senators started. I spent Friday and Saturday and half of Monday in Senate Chamber, with personal mail and telegraphic help from Ad Club, Retail Association and Manufacturers' Association in the state. The bill finally passed 27 for, 15 against, 9 not voting, amended to include words "with intent to defraud," also specific exemption of publishers for statements of advertisers. Signed by the Governor.

T. W. LE QUATTE.

#### J. J. ROCKWELL SUCCEEDS WALKER, OF CROSBY AD- VERTISING AGENCY

Following a special stockholders' meeting, the board of directors of Crosby-Chicago, advertising agency, accepted the resignation of Harry W. Walker as vice-president and director, and elected Joseph J. Rockwell to the vacancy.

Mr. Walker is to become advertising manager of *Engineering-Contracting*, a well-known trade paper, and on leaving the agency was the recipient of several valued tokens of the esteem of his fellow members of the staff.

Mr. Rockwell, who succeeds him, has been publisher of the *Fire-proof Magazine*, advertising manager of the National Fire-Proofing Company, and an adviser of the McGraw publications for many years.

At the same time Verne S. Pease, lately editor of *The Artisan*, Holyoke, Massachusetts, and of wide newspaper experience, became a member of the Crosby staff.

#### "VICTOR" ADOPTS PENSION PLAN

The Victor Talking Machine Company, of Camden, New Jersey, has arranged to establish a pension fund for its employees. It is announced by the officials of the company, which employs 4,500 hands, that the plan will be similar to that of the Pennsylvania Railroad Company's system.

A co-operative beneficial society, designed to aid members whose income is cut off on account of sickness, will also be formed.

#### J. B. STETSON COMPANY'S ATH- LETIC GROUNDS

The John B. Stetson Company, of Philadelphia, has about completed the work of turning a large part of a three-acre tract into one of the finest athletic grounds in the East, thereby carrying out a promise made last Christmas.

The tract is located alongside one of the factories and will be ready May the first. The grandstand and bleachers have a seating capacity of three thousand.

#### LEAGUE TO APPEAL FOR FUNDS FOR VIGILANCE WORK

At the May 1 meeting of the New York Advertising Men's League, an appeal will be made for funds to enlarge the scope of the work of the Vigilance Committee. Another part of the programme will be a "book shower." All members will be requested to bring a book, which will be given to the Advertising Men's League library.

At this meeting also the annual election of officers will be held.

#### FAIRMAN SUCCEEDS WOODWARD

Leroy Fairman succeeds W. E. Woodward as head of the copy and plan department of the J. Walter Thompson Company, New York. The change, as announced last week, goes into effect May 1.

#### DAVIS TO LEAVE SHAKER SALT

Cy H. Davis, advertising manager of the Diamond Crystal Salt Company, St. Clair, Mich., making Shaker Salt, has resigned, to take effect June 1. He will go into business for himself. His successor has not yet been appointed.

Paul Block has been elected a director of the New York Mail and Express Company, publishers of the *New York Evening Mail*.

# A Farmer Bought The Highest Priced Rug In His Store, for \$150.00

Also a \$100.00 and an \$85.00 one, total of \$335.00 worth, writes a furniture dealer in Wapakonets, Ohio.

The point to this story is not that farmers are prosperous—every-one admits that—but that they are *buying* just exactly what city people are—and that they can *afford* more than the average city people.

Yet the farmer as a buyer can be reached *only* through his farm paper. *That* is what he pins his faith to, and reads *receptively*.

The best farm paper with which to reach 125,000 of these *spending* middle states farmers is



The leading farm weekly of the middle states, with 45,611 subscribers in New York; 28,419 in Pennsylvania; 28,074 in Ohio; and the rest in the most prosperous sections of New Jersey, Delaware, Maryland and West Virginia.

The best farmers subscribe to *American Agriculturist*, because of its value to them in their business of farming. It's too technical for any but the *best* farmers. There is *purchasing power* in its

## 125,000 Circulation Guaranteed

*American Agriculturist* has won its place in the very front rank of profitable advertising mediums, by the actual, tangible results it has brought advertisers. Many advertisers, selling through dealers, have traced sales made by increased demand from their country dealers, through their advertising in *American Agriculturist*.

Address Nearest Office for Sample Copies and Advertising Rates

### ORANGE JUDD COMPANY, Publishers

Headquarters: 315 Fourth Avenue, New York

#### Western Offices:

209 Peoples Gas Bldg.  
Chicago, Ill.

601 Oneida Bldg.  
Minneapolis, Minn.

#### Southern Office:

908 Candler Bldg.  
Atlanta, Ga.

#### Eastern Office:

1-57 W. Worthington St.  
Springfield, Mass.

# The American MAGAZINE

It is forging ahead. The new size was introduced in December. We watched. It trembled in the balance. January came and the scales were still undecided. Then the public made up its mind. It pronounced the word "Success" in items of 15 cents and \$1.50. The wisdom of the change is proven by a rapidly increasing circulation

## Informal Talks with Men Who Count

*By Bert M. Moses.*

Ask me quickly what one man best typifies Advertising as It Used to Be and Advertising as It Is, and I'll answer:

Artemas Ward!

The wheels of progress whirl so fast that most men are either run over or left behind in the course of thirty years, but here is a man who is as well in the forefront to-day as he was back in the era when advertising was tugging at the paps.

I feel qualified to pass judgment upon Artemas Ward because I have just lunched with him.

Get a man to talking when he is eating, and you get at his inner self.

As the food goes down, and as appetite gradually proceeds to the point of satiety, his mind mellows, and the things that he really thinks (but which he sometimes doesn't know he thinks) find utterance.

Anyhow, that is the theory upon which PRINTERS' INK commissioned me to invite Mr. Ward to luncheon, and to set down in written words the thoughts that were there liberated.

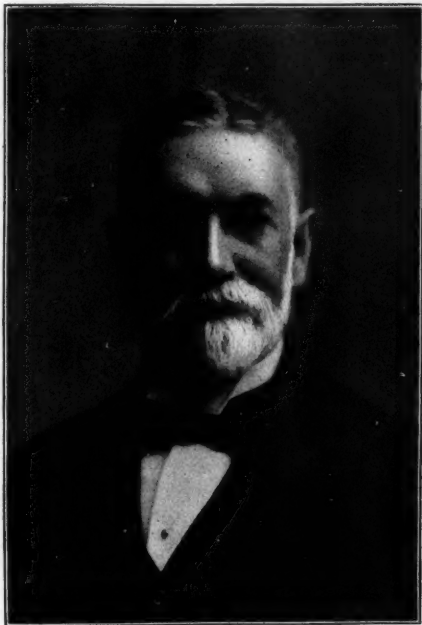
The idea was to begin a series of articles under a title something like "Lunch Table Chats with Men Who Count," but Mr. Ward is a man with ideas of his own.

He preferred to do the talking in his office.

Now, this seemed to imply that

the title in view would have to go by the board, but it was such a really good title that I yearned to retain it.

I am a strict believer in telling the truth in what I write as well as in advertising itself, so if "Lunch Table Chats with Men Who Count" was to stand, there would have to be a lunch—that was certain.



ARTEMAS WARD, "THE MAN WHO PUT THE 'SAP' IN SAPOLIO"

So I took with me a box of Uneeda Biscuit.

I did this in spite of the well-known fact that Mr. Ward is perhaps as finished and discriminating an epicure as New York can produce, and New York knows

viands almost as well as Paris.

The real artist always esteems rugged simplicity as an inseparable attribute to excellence, and I believed the very plainness of the menu would appeal to Mr. Ward's keen perception of true values.

Further, the Uneeda Biscuit fully complied with the National Pure Food and Drug Law, and neither in letter nor in spirit were the provisions of the fraudulent advertising statutes violated.

If a box of crackers does not constitute a full-fledged luncheon, I would like to know why, and it is now squarely up to the Supreme Court to say that it doesn't.

I passed the Uneeda Biscuit to Mr. Ward as soon as I entered his office.

"Ha! ha!" he laughed, as he nibbled at a biscuit; "who ever thought in the beginning that the National Biscuit Company would make so great a success with so simple a thing and with so unpromising a name? I was greatly surprised."

"So was I," I replied, "and every other advertising man with whom I have talked about the thing holds the same view. As a matter of fact, are there not as many surprises in advertising as there are certainties?"

"No, indeed," A. W. answered. "My belief in the certainties of advertising is as fixed and fast as in the certainties of natural laws. Each business has its peculiarities and idiosyncrasies, but the laws are there just the same, and they are immutable."

I asked if there were not more failures in advertising than successes, and if this were not true of all business undertakings generally, and he said:

"Yes, but less in advertising than in other lines. The men who fail really don't advertise—they just experiment and putter around a little. It is ridiculous to judge the value of advertising by ignorantly dabbling in the thing and spending ten or twenty or a hundred dollars."

I said I thought a faith that goes deep and goes clear to the bottom is indispensable in advertising, and Mr. Ward said faith

lay at the root of all accomplishment.

"Morgan's faith in Steel was monumental," he declared. "Look what has grown from that faith! Why, I have purchased large factories and farms without even seeing them because I had faith in the folks with whom I was dealing."

We drifted into the subject of the recent awakening in advertising—the amazing number of organizations that had been formed—the many lectures being delivered—the attention being given the matter by the colleges—and the thousand and eleven tangents that had run out from the central theme.

"What do you think of it all?" I asked.

"A great deal of boiling," he answered, "clarifies the pot. Advertising is reaching everywhere. You can never tell where it will scare up a genius. No hovel or country school is exempt. All this educational effort, including psychology (which is mere soufflé and piffle), is of little value to veterans, but it is the inevitable part of progress. Years hence these things will be looked back upon as we now look back upon the scholasticism of the Middle Ages, when men discussed trifles with a fine display of so-called erudition."

"What do you think of the movement to make advertising better by legal enactment?"

"I am a pious advertiser," said Mr. Ward. "I have continually in mind Milton's prayer that he should use paper and ink as a divine privilege, and leave something so writ as future ages shall not willingly let die. Such a belief will ensure a broader growth than can be secured by mere legislation. Of course, I favor sane laws, and I favor absolute honesty in advertising, but I am opposed to laws which are palpably subject to conflicting interpretations, and which lead to litigation, disturbance and uncertainty."

Here we fell to talking about the essential things in advertising—the indispensable traits a man must possess in order to register a high score.

Overland Automobiles  
Whittemore's Shoe Polish  
Colgate's Shaving Soap  
Big Ben Alarm Clocks  
Sapolio  
Ingersoll Watches  
Puritan Chocolates  
Piedmont Cedar Chests  
Michigan Automobiles  
Victor Talking Machines  
Community Silver  
Wrigley's Spearmint  
Goodyear Tires  
National Cloaks and Suits  
Indian Motor Cycles  
Corbin Coaster Brakes  
Phillipsborn Waists  
Eastman Kodaks  
Tower's Slickers  
Limbert's Furniture

**T**HESE are some of the products of general use advertised in one or the other of two consecutive issues of THE COUNTRY GENTLEMAN in April. Advertised in THE COUNTRY GENTLEMAN, not because it is a farm paper, but because it reaches more than 250,000 high-grade, prosperous American families.

Perhaps it has not occurred to you that,

— entirely apart from the question whether or not you want particularly to reach farmers

— THE COUNTRY GENTLEMAN makes it possible for you to reach more than 250,000 high-grade families.

THE CURTIS PUBLISHING COMPANY  
INDEPENDENCE SQUARE, PHILADELPHIA

My opinion was that common sense easily stood first. Wisdom itself is simply common sense in an uncommon degree. If a man will sit down and reason things out—if he will exercise the mother wit that comes as a birthright, and follow well-established natural laws—he will be headed the right way.

Mr. Ward agreed with me and added:

"Advertisers, young and old, need proper balance. An appreciative sense of proportion is vital. The fine art of fixing values—the ability to distinguish the big from the little—must be acquired. You can't get this in books or in correspondence schools. You get it only by experience, by hard work, by observing men and analyzing methods. The first step is to realize the wideness of the field and the smallness of the worker. A pound of humility is required to balance a pound of ambition."

And now Sapolio!

The name of Artemas Ward is as inseparably identified with Sapolio as the name Morse is identified with the telegraph.

Sapolio easily leaps to the front when you look back into the early days of advertising, and Ward is the man who took the word and fixed it in the brain of a mighty continent.

"Yes," he said, "I worked with Sapolio twenty-five years to a day. With me was repeated the old miracle that Samson's locks grew while he worked in the mill. There is nothing in all the world finer or better than *work*. Few people can understand how hard the problem was at the start. The splendor and allurements of new fashions carry drygoods to the front. The talk of society and clubs furthers the interests of a champagne. The latest automobile speaks for itself upon the avenue. But here was a little gray cake of scouring soap used upon kitchen floors, and the task before me was to make it popular and respected—two very different things.

"A ministerial friend sighed when he heard I had undertaken the task, but I told him I intended

to make art, history, literature, poetry and all life tributary to the article itself, and I dedicated myself to the undertaking. When I took hold, about \$30,000 a year was being put into Sapolio advertising, and this sum went largely into circulars and pamphlets. Before I left the advertising ran far over ten times that sum annually."

"Wherein did your advertising differ from that of others?"

"I think it lay in the line of imagination. I connected Sapolio with more things in the heavens above, and the earth beneath, and the waters under the earth than any other advertiser before or since has ever done. Probably the Irish element in me gave birth to this imagination.

"The advertising increased the sales of Sapolio, of course. That was the primary thing. But it did more than that—it created a healthy respect which still endures. It established a friendship with the consumer and with the trade, and I am proud to say that few articles ever reached a higher esteem on the part of those who used it and those who sold it."

"Did not business policy," I asked, "have as much influence in reaching this result as the advertising?"

"Yes, because, fortunately, they were combined, as they should always be. The man who does the advertising is the man who should direct the policy of the concern. Advertising is like a military campaign—it needs one-man direction. Three partners can discuss advertising to death while one man would lead it to victory."

What Mr. Ward here says fits in nicely with the inevitable committee to which so many things are referred.

A committee is a device whereby several men take six weeks to muddle up a thing that a single practical man would straighten out in six minutes.

"In advertising Sapolio," A. W. continued, "we used the magazines to a considerable extent, and employed the newspapers on few occasions only when we entered upon dramatic campaigns. We then took whole pages. I always be-

lieved in street cars, and as much or more money went into that form of advertising as in the magazines. In the spring and fall we went on the billboards."

"Did you have seasons in trade?"

"When I began the work of advertising Sapolio, the sales in May and September were nearly double those of any of the other ten months. I believed this could be changed, and it was changed. Through steady and persistent advertising the sales in the slow months were so increased that all months came to look alike to Sapolio. That is one of the great things advertising will do. It will make business good in seasons that without advertising are dull."

I think this is perhaps as big a thing as Artemas Ward has ever done.

A man who can make housewives clean and scour during all twelve months instead of during two months only has surely bestowed a boon upon his race.

Making two blades of grass

grow where but one grew before is commendable, but to make twelve scrubbings grow where but two grew before is a vastly greater accomplishment.

Mr. Ward is a firm champion of brevity—not only in advertising, but in correspondence.

He believes in exercising a fine economy of words in getting the thing said.

The typewriter, he thinks, has one disadvantage—it enables a man to tell pretty much all he knows, including his troubles, to his stenographer, and to her is given the task of writing it all out on the machine and passing the message along to an innocent party.

If a man had to write his own letters long-hand, he'd cut out the frills, and get to the final period in a hurry.

Mr. Ward says there are too few one-page letters.

"Why," he went on, "I'll give any man a dollar for every letter of mine that turns the page if he'll give me half a cent for every one

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

that doesn't. That's big odds, but I'd win. The best report that can be made by an advertising manager, a salesman, or any other soldier of commerce, is *veni, vidi, vici.*"

Brevity in everything is surely a virtue.

We know Shakespeare, not by his interminable plays, but by his epigrams.

The Sermon on the Mount embraces every tenet in the Christian religion.

Lincoln's speech at Gettysburg is an imperishable classic, yet its brevity is as pronounced as its faultless composition.

I said in the beginning that Artemas Ward best typifies the advertiser of the past and of the present.

Time has not dulled his wit nor stunted his ambition.

He has never lost step with the times.

To-day he actively directs the weighty affairs of Ward & Gow—trading alone under that title.

He is the owner of three large factories in three different states, and has his finger on the pulse of things all the time.

He is a farmer and owns 5,000 acres of land in the states of Massachusetts, New York and Virginia.

In the latter state he has an orchard of many thousands of trees, and last year marketed so many apples that I really have forgotten the exact figures.

He publishes *Fame*, a monthly magazine, and manufactures automobiles.

He has recently issued "The Grocers' Encyclopedia," upon which he worked thirty years.

I have a copy of this book before me as I write, and I am amazed at the exhaustive information it contains about every sort, kind and condition of food that the human family knows anything about.

In the book he even tells how to properly cut a Camembert cheese, which is a problem no one else ever solved.

Just now he is occupying his leisure time (a busy man always finds time to do something else)

in writing the life of his great grandfather, Major General Artemas Ward, who was commander-in-chief of the Continental Army before Washington.

I tried to discover Mr. Ward's hobby, but he must keep it hitched somewhere outside.

He was just as enthusiastic about his street car advertising business as he was about his automobile business.

His Grocers' Encyclopedia seemingly gave him as much joy as his big orchard down in Virginia.

His interest and his favors are bestowed part and parcel alike upon his varied enterprises, but a man's inner self sometimes shows in the inanimate things around him.

#### HIS HOBBY

I am going to guess that his hobby is farming, because he keeps constantly on display, on a big table in his office, various things that grow out of the ground on the farms he owns.

On this table were fine specimens of potatoes, chestnuts, corn, gourds, and other things I don't now recall.

Oh, yes; there was a dish of the biggest and nicest peanuts I ever saw.

To grow anything—even a peanut—better than others can do the thing imparts a thrill of joy that the uninitiated will never understand, and I know Artemas Ward experiences this thrill for I saw it in his eyes.

So far as I could see, this remarkable man is never going to "retire."

He is a fine example of the doctrine that the way to live is to live, and that work is beautiful, healthful and the best elixir for the retention of youth.

He shows what advertising will do when applied honorably, sincerely and persistently.

He is a wit, a philosopher, a business man, a farmer, an advertiser, an editor, an author, and above all a worker, and his sense of values is keen to a marked degree.

He has done and is doing as much as any other man to make

## 301 Inquiries From One Ad

The Norton Company, of Worcester, manufacturers of grinding wheels, received 301 inquiries from a one page advertisement. At the page an issue rate these replies cost about 17 cents each. That ad appeared in the proved medium of the machine-making field—the

## American Machinist

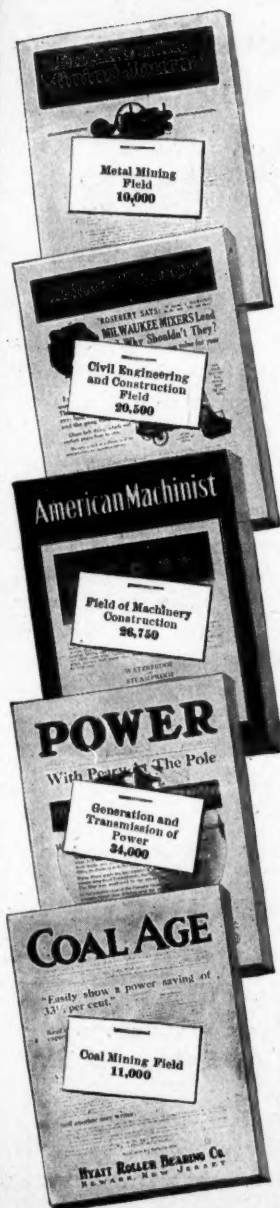
The replies represented nearly 100 different industries. They come from 42 proprietors and managers, 56 superintendents and master mechanics, 102 foremen, 17 designers and draftsmen, 31 toolmakers, 6 machinists, and the positions of 47 were unknown. Of the latter 32 were from foreign countries.

These men are responsible for production—the best class in the world for this concern to advertise to.

It is simply another bit of evidence added to many that this standard paper is read by the men who influence orders in the machine making field.

The Make-It-Pay department will prepare a complete campaign and copy for you if your product "belongs" in the paper. Details?

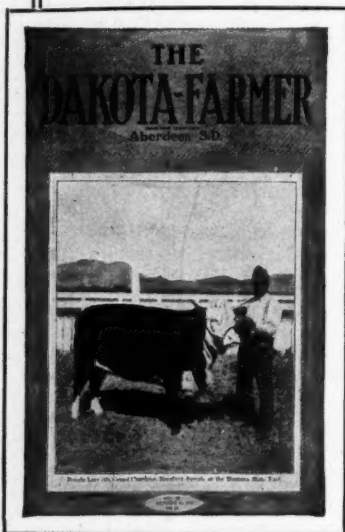
**Hill Publishing Co.**  
505 Pearl Street New York



## Covering the Dakotas Properly Means Using

# THE DAKOTA FARMER

The Leading Semi-Monthly of the Northwest



EDITED, managed and printed in Dakota by Dakotans for the farmers of Dakota and adjacent states, The Dakota Farmer has the strongest kind of hold upon its subscribers, for it has taken the initiative in every new movement for the betterment of agricultural conditions on farm and in farm household. It reaches more *farm buyers of advertised goods* than any other publication in its territory. It reaches the *greatest* number of farmers who are in a position, financially, to buy whatever they set their hearts on. We can *prove* this.

Every advertiser desirous of reaching the prosperous farmers of the great American Northwest can make its

## 60,000 Circulation

A Tremendous Force in the Development of Northwest Trade.

Address nearest office for a sample copy of THE DAKOTA FARMER; it will convince you as to its advertising value for the farmers' trade in the Northwest

### The Dakota Farmer, Aberdeen, S. D.

Established 1881

The Phelps Publishing Company, *Representatives*

1200 Peoples Gas Bldg.  
Chicago, Ill.

601 Oneida Bldg.  
Minneapolis, Minn.

315 Fourth Ave.  
New York

Candler Bldg.  
Atlanta, Ga.

Myrick Bldg.  
Springfield, Mass.

advertising better and mightier than it ever was before.

This is the lesson I learned at this luncheon:

A cracker goes as far as a terrapin stew or a bird and a bottle in stimulating the exchange of ideas, and it is the rankest kind of fallacy to presume that you have got to spend a lot of money to dine well.

The cost of living is what you make it.

In parting, Mr. Ward passed, through me, this message to the world:

"There is no field into which everything good can be so profitably poured as into advertising. Reading, travel, business experience, life on the farm, a touch of art, knowledge of men in their home life, their sports, their religion, all go to a good market in an industrious advertising brain."

#### "SHOW ME" SLOGAN TO BE SUP- PLANTED

If the publicity agents of the Missouri Federation of Commercial Clubs have their way, "I'm from Missouri," and "You've got to show me" go into the scrap heap at once. All native sons and all sons are urged to wear the new button: "I am for Missouri." This was decided at a meeting of the executives of the Federation, held in St. Louis, April 14. Wm. Hirth, Columbia, president, and A. N. Lindsey, Clinton, secretary, were in charge. Mr. Lindsey reported that two stenographers are kept busy answering letters requesting information regarding different parts of the state. Plans for raising and spending \$100,000 to advertise Missouri were discussed.

#### CUMMINGS ADVERTISING MAN- AGER CHARLES WILLIAMS STORES

W. R. Cummings has become advertising manager of the Charles Williams Stores, of New York. Mr. Cummings for the past three years has been with the George Batten Agency. Previous to that Mr. Cummings was connected with N. W. Ayer & Son. The Charles Williams Stores were recently incorporated in New York. They are distributors of general merchandise on the mail-order plan. B. J. Beardsley is vice-president.

#### T. VAUGHN STAPLER WITH PHILADELPHIA "RECORD"

T. Vaughn Stapler, formerly advertising manager of the Sharples Separator Company, is now conducting the Advertisers' Service Department of the Philadelphia Record.

#### ATTITUDE OF SENATE TO- WARD PRICE MAIN- TENANCE

SENTIMENT AMONG INFLUENTIAL MEMBERS SEEMS TO FAVOR THE OLDFIELD BILL—SENATOR JAMES, OF PATENT COMMITTEE, ON PROSPECTS FOR BILL AT SPECIAL SESSION

##### *Special Washington Correspondence*

Manufacturers face the probability of a more unfavorable situation in the United States Senate with respect to patent legislation bearing upon the principle of price maintenance.

There is a new chairman of the Patent Committee of the Senate, and, whereas he is at this writing unwilling to express himself as definitely on the subject as some readers of PRINTERS' INK might desire, there is ground for suspicion that he is likely to subscribe, to some extent at least, to the theories of Representative Oldfield, chairman of the Patent Committee of the House of Representatives.

Up to this time manufacturers and advertisers who have been fighting for a continuance of their right to dictate the resale price of a patented product have had little concern regarding the legislative situation in the upper house of Congress. To be sure, a duplicate of the original Oldfield bill was introduced in the Senate simultaneously with its introduction in the House, but no move was made to further the progress of such legislation in the upper house, and the redrawn Oldfield bill was never introduced in the Senate.

While the Patent Committee of the House was holding its prolonged hearings on the Oldfield bill, the corresponding committee of the Senate made no move, and members of the Senate committee stated, in response to inquiries, that they did not expect to take up the subject actively unless the bill passed the House. The impression gained currency, too, that former Senator Norris Brown, then chairman of the Senate Pat-

ent Committee, was unfavorable to such legislation; and, of course, a committee chairman is usually very influential in determining whether or not a bill shall be called up.

With the organization of the new Congress, however, there has come a change in the situation. The reassignment has given the chairmanship of the Committee on Patents to Senator Ollie M. James, of Kentucky, who may be accounted a veteran in Congress, by reason of the fact that his brief service in the Senate was preceded by a long interval in the House.

Asked on behalf of PRINTERS' INK as to the prospects for patent legislation, Senator James said: "I do not anticipate any patent legislation at the special session. It is possible that the Patent Committee will arrange to hold hearings if any subject demanding it should come up, or if it appears desirable to hold public hearings in anticipation of work to be undertaken at the next regular session, but I do not anticipate that any bills on patent subjects will be reported. I know that I will not introduce any such measures at this session. I have been informed that some measures affecting the price-maintenance question have been or will be introduced in the House, but I do not believe that they will pass the lower house at the special session. Our information is to the effect that the House will confine itself to tariff and currency matters, as we on this side expect to do."

Chairman James was pressed for a personal expression on the subject of the Oldfield bill, but was loath to discuss the subject in detail. Referring to this measure, he did finally say, however: "I have never as yet had opportunity to go into this subject to any extent, and I do not want to express an opinion on this particular bill. I will say, however, that if it will aid to break up the monopolies which have grown up under our patent system. I am in favor of it." He would not particularize, but merely added: "It is a big subject and one which we will have to go into thoroughly

at the regular session of Congress beginning next December."

### HAND-PAINTED ADS.

RALSTON PURINA MILLS.  
ST. LOUIS, MO., APR. 8, 1918.

Editor of PRINTERS' INK:

Can you tell me how the color effect was produced on page 33 of the March 6 issue? I thought I knew something about printing, but the green on that plate absolutely floors me.

EDWARD T. HALL,  
Manager Promotion Department.

The inserts to which Mr. Hall refers were run in the March 6 issue by the Thomas Cusack Company. The coloring in these ads was done by hand.

In a report to PRINTERS' INK, Harvey Conover, of the Thomas Cusack Company, states that a light weight quality of water-color paper is used and girls paint the pictures in one hundred lots at a time. That is, one color is put on one hundred of them, and by the time the lot is finished, the color is dry enough to start with the next.

The cost, it is stated, is about twice that of plates and printing, but the method was resorted to in order to get "a much softer effect than could be produced through any method of printing." When two girls are used, about three weeks' time is required to color ten thousand.

Mr. Conover comments: "In our opinion there is a certain distinction to hand-colored work that makes it individual, for each one of the ten thousand inserts is, as far as the color is concerned, an original drawing."—[Ed. PRINTERS' INK.]

### INVESTIGATOR ON HOW CITY CAN GROW

J. Le Roy Tope, of the Cleveland Ad League, an investigator of factory conditions, addressed the St. Louis Ad Men, April 16, in connection with the League's open discussion of the proposed three year, \$600,000 St. Louis advertising campaign. He said that St. Louis could procure factories and other enterprises sufficient to increase the payroll of its working class \$10,000,000 a year if a proper advertising campaign is carried on. "What you want to do is to let St. Louisans know what St. Louis is," he said. "Until you do you will not be properly equipped."



## Mr. Newspaper Publisher—

Is your Foreign Representative producing as you would have him?

Is he developing new business?

Is he rendering real service?

Are his methods absolutely satisfactory in every way?

If not—

it will certainly pay you to read the following pages carefully. They tell a story that should be of vital interest to every newspaper publisher who wants more foreign advertising—and wants it right!



## Here's the way Katz produces:

***T**HE following are a few records taken at random from our files of the week ending March 1st, 1913. They show exactly what we are doing for our papers. It is interesting to note that often the paper represented by us, while carrying less local advertising than other papers in town, leads in foreign business. On request we will gladly show you equally interesting records of over a dozen papers which we represent. The papers whose names are given are represented by us.*

### MUSKOGEE, OKLA.

<b>Times Democrat</b>	<b>40.2%</b> Local Adv.	<b>53.4%</b> Foreign Adv.
Second Paper	59.8%    "    "	46.5%    "    "
Total local, both papers, 5,711 inches; total foreign, 1,847 inches.		

### OKLAHOMA CITY, OKLA.

<b>Oklahoman</b>	<b>43.3%</b> Local Adv.	<b>60.0%</b> Foreign Adv.
Second Paper	28.1%    "    "	21.4%    "    "
Third Paper	28.6%    "    "	18.5%    "    "
Total local, three papers, 9,542 inches; total foreign, 2,881 inches.		

### FORT SMITH, ARK.

<b>Southwest American</b>	<b>50.3%</b> Local Adv.	<b>53.6%</b> Foreign Adv.
Second Paper	49.7%    "    "	46.3%    "    "
Total local, both papers, 4,231 inches; total foreign, 2,076 inches.		

### JOPLIN, MO.

<b>Globe</b>	<b>33.6%</b> Local Adv.	<b>60.6%</b> Foreign Adv.
Second paper	34.4%    "    "	26.5%    "    "
Third paper	31.8%    "    "	12.8%    "    "
Total local, three papers, 9,146 inches; total foreign, 2,026 inches.		

### HUTCHINSON, KANSAS.

<b>News</b>	<b>57.6%</b> Local Adv.	<b>63.7%</b> Foreign Adv.
Second paper	42.4%    "    "	36.3%    "    "
Total local, both papers, 5,254 inches; total foreign, 1275 inches.		



## Here's the service Katz renders:

**T**HE following are extracts from several letters recently received from publishers whose newspapers we represent. The story they tell of our service to publishers should be convincing enough to warrant your serious consideration.

**A publisher in Western Pennsylvania writes a fellow publisher:**

"What we do not receive of the foreign advertising for our city is not worth mentioning . . . . In dealing with the E. Katz agency you always get what is yours and get it satisfactorily. They treat the publisher fair at all times, and live right up to contract. You will always find hearty co-operation in their treatment of the publisher and the advertiser alike. If you know Katz as we do, you would not hesitate in choosing this agency as your representative."

**Another in Connecticut Says:**

"Our Foreign Business increased greatly and is always handled in the most businesslike manner by your agency. We have never had any differences with you whatever and our relations have been most harmonious. If the business was to be had—you got it."

**From the Middle West—a Publisher writes:**

"As you have noticed we have had a substantial gain during this period over the same period as last year and as your agency has been practically handling foreign advertising for this paper with little help from this office, we feel that you are entitled to all the credit. Our collections, too, have been practically perfect. This, of course, is due to your most able system of handling these foreign advertising accounts. Such things as this are what make a newspaper publisher appreciate a good advertising representative like your agency and we sincerely hope that your agency will continue to get the increased business which it deserves."

**Another in the Southwest writes:**

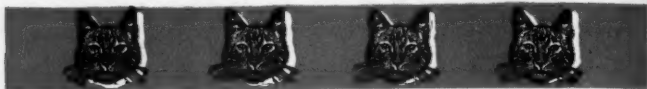
"The Katz Agency has represented us for more than ten years, and we are now carrying one of the largest lines of foreign business of any paper in the country outside of the big metropolitan centers. They are absolutely square and honest, and pay their bills on the minute."

**From the Sunny South Comes the following:**

"You know that two years ago when we made a contract with you we carried very little foreign business. We are very much pleased at the amount of business that you have secured for us and are more especially pleased at the class of business you have sent us. We also wish to express our appreciation of the businesslike manner in which you have handled every proposition that has come up. We are frank to say that agencies like yours make it much easier and more profitable to handle foreign advertising and we certainly have no reason to complain on our contract with you."

**Another Southern-Publisher writes:**

"Our foreign advertising business is now in the best condition that it has ever been in since the establishment of the paper. We believe that you are with us in our efforts and are confident that you will get us all of the business that may be available for our class of city."



## Mr. Newspaper Publisher—

**C**ONSIDER your foreign business: Is it bringing you sufficient revenue? Are you really getting the business that the prestige of your paper demands? Are your representatives thoroughly acquainted with YOUR field? Do they know your town—the wants of its people—the kind of stores they support—the kind of merchandise they buy? Today the advertiser wants accurate, precise information. Stereotyped solicitation will not do the work. Your representative must know your field thoroughly to present the advantages of your publication in its best light.

We study our towns. Our solicitors visit them periodically and know local conditions accurately. We have a real message to advertisers regarding the demand in our towns for the class of goods they manufacture.

“Know-how and Hustle” is our slogan, and our publishers will tell you how we live up to it. We would like to talk to *you* and show you how we work. We would like the opportunity of convincing you that if your service is not satisfactory we can make it so. We have been doing so for others for years, and are doing it today.

Our service means money to a publisher who has a known circulation, a fair rate and the disposition to handle his foreign advertising as it ought to be handled. See us or write us. We are ready to go anywhere at any time to talk the matter over with you, but the best time is right now.

## The E. KATZ SPECIAL ADVERTISING AGENCY

PUBLISHERS' REPRESENTATIVES

ESTABLISHED 1888

NEW YORK

15 Madison Square North  
Phone, 2434 Madison Square

CHICAGO

Harris Trust Building  
Phone, 4239 Central





**You Want Quick Filing and Quick Finding—**  
Not because the filing clerk's time is so valuable—but because yours is. You shouldn't have to wait even a minute for any paper—yet you do wait almost every time you send to the files. You should have

**Hub-o Security Folders**



Save the filing clerk's time and yours too—keep your files orderly—simplify your files in a wonderful way. You may have investigated many—if you haven't used Hub-o Security Folders you don't know how simple and efficient filing can be made.

*A sample Security Folder will convince you. It's Free. Send for it today on your letterhead—please—or Sample hundred special price \$3—\$80 per 1000.*

**American Card Index Co.**  
Security Building, Cleveland, Ohio

FIG. 2—CARELESS USE OF VIGNETTED CUTS OFTEN LEADS TO REGRETFUL RESULTS

cut in the Townsend Grease Gun ad (Fig. 4) does not give the article a full chance to be seen, and how does it help these cuts? Especially when it requires more space to use it—and space costs real money.


In my revision (Fig. 5) we have the articles in use and these only. We also have more room to make the name larger, and we avoid the "smudgy," dirty appearance of the cuts.

To balance this revision, I have



**YOU Want Quick Filing and Quick Finding**  
Not because the filing clerk's time is so valuable—but because yours is. You shouldn't have to wait even a minute for any paper—yet you do wait almost every time you send to the files.

**HUB-O Security Folders**



Save the filing clerk's time and yours too—keep your files orderly—simplify your files in a wonderful way. You may have investigated many—if you haven't used Hub-o Security Folders you don't know how simple and efficient filing can be made.

*A sample Security Folder will convince you. It's Free. Send for it today on your letterhead—please—or Sample hundred special price \$3—\$80 per 1000.*

**American Card Index Co.**  
Security Building, Cleveland, Ohio

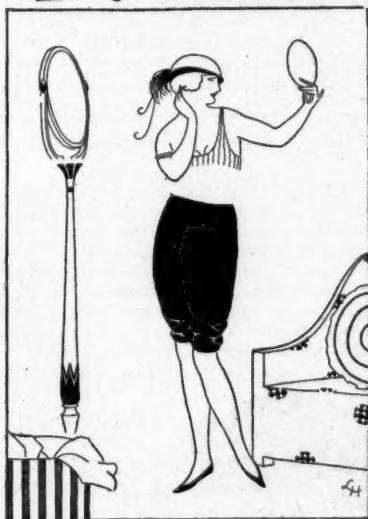
FIG. 3—REVISION OF FIG. 2 THAT GIVES SHARPER DEFINITION TO ILLUSTRATIONS

# MAY MANTON FASHIONS

are published in

## To day's

*Magazine for the Home*



We have issued a pamphlet advertising the advertising pages of *Today's* and important to every advertiser who has anything to sell to women. *The edition is limited to 524 copies and is rapidly being exhausted. A copy will be sent on immediate request to any advertiser who ought to have one.*

HOWSE & LITTLE CO.  
Peoples Gas Building  
CHICAGO

WILL C. IZOR  
1 Madison Avenue  
NEW YORK

CHARLES DORR  
6 Beacon Street  
BOSTON

placed "Loads and shoots in 40 seconds" in the upper right-hand corner, for I consider it a very excellent selling point and one that demands more emphasis—even than I have given it.

In my revision of both the American Card Index ad (Fig. 3) and the Townsend Grease Gun ad (Fig. 5) I have placed the trade

The vignette treatment is so very light in the catalogue that it disappears in the cut on page 41.

Why crowd the canoe right up against the running head and set the type solid, in order to leave one-half an inch white space between the canoe and the heading?

This is more proof that the vignette background treatment is

FIG. 4—IT IS EASY TO SUBMERGE ESSENTIAL DETAIL INTO A CLOUDY VIGNETTE BACKGROUND

name of the article in capitals and made it large. This is because the capitals will act as a kind of a trade-mark and they will also help to a quick connection in the reader's mind between the article and the special name that has been given the article.

There is room to the right of

indeed a dangerous thing—not only dangerous, but a space consumer in display and a time consumer for the pressman and engraver.

Now, you say, "Well, where shall we use this vignette background?"

When you have a subject simi-

FIG. 5—NOTE HOW THIS REVISION OF FIG. 4 PUTS THE PRODUCT PROMINENTLY FORWARD

the lower figure in my revision (Fig. 3) to put some phrases supposedly said by the figure that will explain what he means by pointing at the figure above.

The vignette background is not always best, even for fine catalogue work. Fig. 6 is a page from a very fine catalogue of the Old Town Canoe Company.

lar to that shown in Fig. 7, taken from an ad of the Union Pacific Railroad.

When you want to carry the reader's imagination beyond the picture—and carry it "softly" and modestly.

In Fig. 7 the girl would not look just right if the cut were square and sharp just below the

"Old Town 'Guide's Special' Canoe" (18 feet, \$39.99); L. F. Model

[illegible]

	Length	Wing	Tail	Beak	Weight	Price
Grade G. B.	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2
Grade C. B.	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2
Grade A. B.	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2

There are any number of other ads now appearing that use this vignette background in its proper



place and to good effect, but space does not permit the demonstration of these. In nearly all cases, however, where this method is used to



*Local National*  
vs.  
*National Local*

To reach less isn't a campaign, but a skirmish. It brings no decisive victory.

Skimming a territory is worse than skipping it—also more expensive.

Thoroughness of circulation anywhere is possible only through

They are the only mediums that can carry your whole story where you want it, when you want it, as often and as quickly as you want it.

Newspapers permit perfect dovetailing between sales and advertising departments.

Your newspaper advertising reaches not only the consumer, but also the dealer—and in his favorite medium.

National Advertising through newspapers excels all other methods in economy.

For example, \$4000 buys 10 million newspaper circulation for a 200-line one-time ad. The same buy in so-called National Mediums costs \$10,000.

Newspaper advertising is free from the "duplication" bugaboo.

Newspaper advertising reaches *all* the adults of the family.

We represent good newspapers in a score of the leading cities of the land, and it is our business to supply those interested with every kind of information obtainable about each of those papers and the field it occupies.

### Advertising Representations

Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

*At your service, any time, anywhere.*

advantage you can usually trace the ad to some one of the highly organized and effective advertising agencies.

Yes, everything has its place, but the advertising man should do the placing, and he should study the various technical methods and treatments to see that his placing is not haphazard, cumbersome or confusing.

The architect is the man who makes the decisions when building a house. The ad man should do the deciding when building an ad. No one knows the plans better.

### GENERAL ELECTRIC TO ADVERTISE FLATIRONS NATIONALLY

The General Electric Company has well under way an extensive advertising campaign for exploiting its new heel stand type of flatiron. The campaign starts with displays in *The Saturday Evening Post* on May 3 and in the May numbers of *The Ladies' Home Journal*, *Good Housekeeping Magazine*, *Women's Home Companion* and the *Delineator*.

Folders enclosing proofs of the advertisements have been sent to dealers throughout the country. The folders offer suggestions for window displays and it is expected that a large number of electrical supply dealers all over the country will feature the new type of flatiron in the windows during the first week in May. It is interesting to advertising men to note that this campaign starts in face of the fact that the General Electric plants are in danger of being oversold. It is estimated that these plants have a productive capacity of \$90,000,000 a year while the business of the first quarter of 1913 is at the rate of \$107,000,000 a year. This may surprise smaller concerns who offer as an excuse for not advertising that they are "oversold."

The General Electric's advertising department in Schenectady is also sending to dealers who handle electrical supplies, copies of *The Electrical Advertiser*.

*The Electrical Advertiser* is a

departure from the commonplace ad book and proofs ordinarily used by manufacturers for exploiting electrotypes and other material which it is hoped retailers will use in local newspapers and to back up national advertising. The General Electric's publication, of which the current issue is Vol. 3, No. 2, is made up in regulation newspaper style on pages measuring 17 by 23 inches. Only four of the eight pages are printed. This style enables the dealer to spread the whole thing out on a counter and obtain a view of the entire contents at a glance. From this style of make-up a dealer can readily judge just how the G. E. electros will look when run alongside of reading matter.

The text interspersed among the ads contains various messages which the company wishes to fix in the dealer's mind. On the first page the text explains the value of advertising a combination of electrical devices, such as fans and flatirons. Sizes of the various electros are given and the dealer is told the difference between display, appliance and bullet cuts, the whole idea being to show that there is a reason for the shape and text of an advertising plate.

*The Electrical Advertiser* also lists the follow-up material which is available to dealers selling G. E. goods. Among the literature listed are bulletins, instruction books, folders, advertising sheets, blotters, wall cards, street car cards, posters, lantern slides. Manufacturers looking for novel ways of circularizing dealers will find this house-organ suggestive.

### G. G. GORDON MADE MANAGER

Grant G. Gordon, formerly assistant business manager of the *Sunset-Pacific Monthly Magazine*, has been appointed manager of the Northwestern department, with headquarters at Portland, Ore. O. W. Del Carlo has been appointed circulation manager.

### NEW AGENCY AT KANSAS CITY

Henry Schott is president of the newly-formed advertising agency of Kansas City, the *Ferry-Hanly-Schott Agency*. It is the result of the merger of the Henry Schott agency and the *Ferry-Hanly Company*.

# Pictorial Review

Circulation Getting Close to the Million Mark

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PICTORIAL REVIEW  
THE PICTORIAL REVIEW BUILDING  
NEW YORK

PRESIDENT'S OFFICE

April 21st, 1913.

Dear Mr. Block:-


Some weeks ago I wrote you about the circulation of the April issue, and I indicated in my letter that I thought the May issue would reach the 900,000 mark.

I want you to know that my prophecy was correct, and that May has reached the 900,000 mark,

I don't think there is any question but that we will have 1,000,000 in the Fall.

Pass on the good word to our advertising friends.

Very cordially yours,

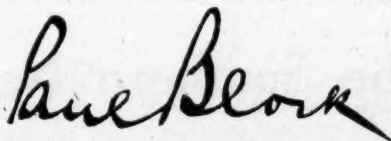


PRESIDENT.

---

More than 200,000 extra circulation over and above the 700,000 which is guaranteed.

The old 700,000 rate is still in effect. DON'T WAIT UNTIL IT IS TOO LATE.

 Inc.

Chicago

NEW YORK

Boston

## Prosperity is Continuous in the South

Rich in natural resources, the SOUTH is today the most prosperous section in the country.

Those who have been wise enough to advertise in the SOUTH have reaped rich harvests. Here are a few reasons why it will pay you to advertise in the SOUTH:

"The SOUTH produces all of the cotton, excepting a few bales, grown in the United States, and nearly three-fourths of all raised in the world; its grain crop is pressing close to 1,500,000,000 bushels per year; it grows all of the sugar and rice and a large portion of the tobacco raised in this country. \* \* \* It is mining practically all of the phosphate rock of the country and a large proportion of the world's production, annually shipping to Europe over 1,200,000 tons; its oil wells are yielding 85,000,000 barrels of oil a year and its gas wells are the most prolific known; it has 88,000 square miles of coal lands as compared with 44,000 square miles for all of Europe; it has iron ore in vast quantity in close proximity to coal; it has three-fourths of the coking coal area of the United States."

**The South's resources are unlimited and the development has hardly been started. Each succeeding day means added, continuous prosperity.**

## The Southern Newspaper

## It Pays to Advertise in the Prosperous South

The best way to advertise in the SOUTH, at least expense, is to use the Southern Daily Newspapers. The reason is self-evident. The Southern Newspapers are strong. They are influential. They are close to the hearts of their readers. The territory covered by each paper is comparatively large, so that most readers get only one daily paper. Each issue of every paper is thoroughly read. Very few of the papers have any transient or street sales. They are home-going papers.

**The combined circulation of the papers of the Southern Newspaper Publishers' Association is a Million and a Half.**

**The Southern circulation of the most popular National Magazines is only about ten per cent of the total circulation of these magazines.**

Numbers of National Advertisers used Daily Newspapers in the South for the first time last year. They made money. They are back this year. Others have followed. Many more are planning to do the same. A careful investigation as to circulations and local conditions will prove that to cover the South it will pay you best to use the Southern Daily Newspapers.

**er Publishers' Association**

# No Street Cars! No Department Stores! No Large Newspapers!

**U**NDOUBTEDLY the two greatest business institutions developed in recent years are the department store and the daily newspaper.

The growth and extension of the trolley system created the department stores. Without street cars there would be only neighborhood stores and neighborhood goods and, without department stores, there would be no large newspapers such as we have to-day.

The sure way to reach and to have the last word with the active buying people of the large cities is to place your advertisement in the street cars.

How are your sales, for example, in St. Louis, Cleveland, Detroit, Pittsburgh, Kansas City, Baltimore or Buffalo?

## Street Railways Advertising Co.

Representing three-quarters of the street car advertising space in the United States

CENTRAL OFFICE  
First National Bank Bldg.  
Chicago

HOME OFFICE  
"Flatiron" Building  
New York

WESTERN OFFICE  
242 California Street  
San Francisco

## THE DIARY OF A NATIONAL ADVERTISING MANAGER

THE FIRST WEEK OF A NEW MAN ON A BIG JOB—A HEART-TO-HEART TALK WITH THE BOSS ON THE BIGNESS OF THE JOB AND ITS POSSIBILITIES

*\*By Roy B. Simpson,*

Advertising Manager, Roberts, Johnson & Rand Shoe Company, St. Louis.

### FIRST WEEK—THE BOSS

This place looks mighty good to me. Everybody is busy, and that is a mighty good sign. When the Crescent Manufacturing Company persuaded me to leave New York and come out here to Jaynesburg, a few live wires called it suicide. When they escorted me to the train they sang as a parting shot, "We Shall Meet on That Beautiful Shore."

I have already landed on "that beautiful shore" where real opportunities are created over night, and if I ever go back to the old town, it will be to shake a bunch of long green under the noses of a few erstwhile well-wishers and invite them to help me spend it. This is the place to make money. Everybody seems to have lots of it. There are more real human beings here to the square mile than any other place I know, and Jaynesburg has a good many square miles in her corporate limits.

The president called me into his office this morning and informed me that he is boss.

"Mr. Hawkins," he said, "we spent two months looking you up before we hired you, and now that you are with us, it is absolutely up to you. We have no secrets in our business, and there are no knockers. Every department supports every other department. In other words, we all work together.

"This company is the largest stove concern in the world. You have already read our catalogues, and you know that our line includes everything in stoves and ranges, gas, gasoline, coal and wood. We have built this busi-

ness from a small beginning to its present proportions by making our goods in the best possible manner, by selling them at a reasonable price and by backing them up with good, clean advertising.

"The man whom you are succeeding had an exaggerated idea of his own ability. He was a writer of very convincing copy and a good, clean fellow all round, but beyond this I can say nothing more in his favor. He was not a good executive, because he was deficient in business training, the fault of so many otherwise competent advertising managers.

"I shall look to you to work through our sales department and our men on the road, and by means of this co-operation make our advertising 100 per cent efficient. Last year we spent \$200,000 on advertising, and I feel that half of it was wasted. This year we propose to increase this amount \$50,000, because there are new territories to be opened and many new plans to be worked out."

"If I understand you correctly, Mr. Adams, I am to have full charge of my department," I replied. "If this is true, I can ask for nothing more. You hired me on the testimony of others who know of my work. If I fail to deliver the goods, I will know it before you do, and we will part company just as cheerfully as we came together."

"You size the proposition up in a nutshell, Mr. Hawkins. You have \$250,000 to spend this year. I don't care how you spend it, as long as you get results. No one has any right to go over your head with advertising matters. I will give you three months in which to get your bearings. It is up to you, so go to it, and come and see me on all matters of policy."

### HE MEETS HIS STAFF

I left the president's office conscious of the great responsibility I had just shouldered. Old John Rogan, the doorman, and a better politician than the average Tammanyite, spent two hours introducing me to department heads, city salesmen, chief clerks and stenographers.

The people in my own department shook hands with me and viewed me out of the corners of their eyes with considerable curiosity and some suspicion. Marguerite Manicure, the blonde stenographer, who had been the first lady in the department under my predecessor, smoothed out her skirts, pushed her waistline into place, and began to throw googoo glances my way, evidently with a desire of getting in solid with the new boss before the other girls had a chance. Marguerite chews gum and carries a nail file in her handbag, so I marked her down as number one to get the can.

Little Tommy Jenks, ninth assistant in the department, otherwise known as office boy, had two cents' worth of "Horseshoe" in his jaw, and the juice kept backing up in his mouth until I thought the poor kid would bust. I shook hands with Tommy and asked him if he thought he would like me. He grinned with his mouth closed and swallowed about a pint. I have been there myself, and I told Tommy he could take a half-hour off and get straightened out.

#### GETS A LUNCH ON JOHNNY

Johnny Clark, my first assistant, had been brought up in the department. He started seven years ago as number nine, and gradually came up to the position of first assistant to the advertising manager. Johnny seemed real glad to see me, and right off the bat he said, "Where are you going to eat to-day; let me buy the lunch." Just to humor Johnny, I let him treat and talk at the same time. I learned without asking any questions that Johnny is in love, goes to church, and lives at home, a pretty good combination if the elements of the combination are properly handled.

Lydia Lilac, stenographer number two, is booked for mine. She's a little brunette, strictly business and very ambitious. Lydia has a good eye, but the mole on her chin offsets the brilliancy of her lamps. Her only fault is a liberal use of lilac water. She smells like a whole gar-

denful of lilacs. She will have to cut out the lilac, even if she has to use Mumm to make her acceptable at close range.

Billy Carroll is the copy man in the department. Billy handles all the trade-paper dope and some of the special-service copy for merchants. He is turning forty and his hair is turning gray, but he looks like a good man on the job.

The others in the department are not worth mentioning at this time. They are a clean-looking lot of folks and, excepting Marguerite, should all make good.

The boss, on his way out, asked me whom I had met, and blessed be my memory for names, I told him. He smiled as he said I had made a good start.

TUESDAY—Bright and early this morning I found on my desk samples of all the ads, booklets, folders, etc., that the Crescent Manufacturing Company had used during a period of two years. I didn't do a thing all day but familiarize myself with past campaigns. Some of it is good, but from my own view-point, most of it is not worth the paper and ink required to print it. This, however, is usually the attitude of a new man on the job. I may change my opinions later on.

#### SPOTTED BY AN AGENCY

WEDNESDAY—About half a day was devoted to reading ads and studying office forms, and along about noon Nat Weil, a reporter for the *Gazette*, came in and invited me to lunch with him. Nat was very gracious, of course. He wanted to meet the advertising manager of the largest stove concern in the world. We lunched together, and during the course of our conversation Nat was very solicitous as to my future.

"Of course, you will place your advertising through an agency," insinuated Nat. I replied that we probably would, but that my time so far had been taken up trying to find where the money had gone instead of planning how it would be spent in the future. Nat then remarked that he had a very dear friend in the agency business. He

told me of the large number of accounts handled by the agent and urged me to get in touch with him at once. It looked very much like a nigger in the woodpile to me when Nat asked me if I owned an automobile. I told him, "No, not yet." Then he hinted that his agency friend might help me to get a standard car at a very low price.

"I am the friend of all the advertising men," said Nat, "and my agency friend handles a number of big automobile accounts. He takes part of his pay in automobiles, and for an account the size of yours he could probably let you have a \$4,000 car for \$100. You'll understand, of course, that this could not be done unless he handles the advertising of the Crescent Manufacturing Company."

I had met Nat's type before, and I most emphatically told him, "Nothing doing." However, I was glad to get a line on the agency he mentioned.

Thursday and Friday I put in a little more time studying the business, meeting more reporters, lunching with the boss and conducting a class in the fundamentals of advertising for the benefit of my department.

SATURDAY—This proposition looks still better to me. I don't think I would swap jobs with any of the old bunch back in Manhattan. I'll now close my book for the week, and get in shape for the nerve-racking strain of listening to the arguments of six advertising agents and ten big printing concerns who have been invited to come around next week and get acquainted.

*(To be continued)*

#### NEW TUCKER AGENCY FORMED

W. Gaylord Tucker, Jr., who since 1910 has been manager of the New York office of the William D. McJunkin Advertising Agency, has formed the Tucker Agency, New York.

Among the accounts to be handled by the new agency are, it is stated, the following: New York Edison Company, the New York Electrical Exposition, the Edison Illuminating Company of Brooklyn, the New York Service Company and the New York Electric Vehicle Association.

## The Rochester Democrat and Chronicle

The one big paper  
in its Field.

Largest total circulation.

City circulation as  
large as the total  
circulation of any  
other Rochester pa-  
per.

Over  
63,000 Daily

*Line Bear* Inc.

Managers Foreign Advertising

Chicago NEW YORK Boston

## EXTENDING BUYING PERIOD ON "SEASONABLE" BRANDS

HOW SOME FIRMS HAVE EDUCATED THE PUBLIC TO PURCHASE OUT OF THE SUPPOSED "SEASON"—INSTANCES FROM THE CAMPAIGNS OF THE TEA, TOY AND BREAKFAST FOOD MANUFACTURERS

By Munson Hunt.

"The trouble with a good many advertisers," remarked an advertising agent the other day, "is that they allow themselves to be tied down to the limits of what they think is the accepted 'season' for selling their goods.

"When this 'season' is over they sling their golf sticks over their shoulders and beat it for the woods, when in reality they ought to be taking off their coats and going to work. Some day somebody will discover that a lot of articles now pushed only at certain times in the year can be kept moving the whole year round, if the advertiser will go about it in the right way. It takes nerve to carry on a campaign 'out of season,' but a good many advertisers need to learn that some of the best advertising that has ever been done has had as its base the creation of an enlarged market rather than the trailing of the accepted restricted one.

"See how the public has been educated to disregard the effects of what is known as season limitation," this man went on. "Twenty years ago if you went into the best hotel in New York and asked for ice cream in the winter time, the chef would have declared you crazy. To-day a hotel or restaurant that does not have a dozen ice creams of various sorts on its bill of fare twelve months in a year is set down as a second-class place.

"The metropolitan market of to-day exhibits vegetables fresh from the garden in season and out. You can get practically fresh Southern grown strawberries in Portland, Me., in January. There is almost nothing in the food line nowadays

that you cannot get fresh in the market any season anywhere if you are willing to pay for it. And it has all happened because the public's notion of what constitutes a 'season' has been changed."

In fact, not a few campaigns to sell seasonable goods "out of season" have been successful. The sales manager's question, "Why do our sales drop off at certain times in the year?" is finding itself answered now and then with the reply that it is because *nobody ever thought of a sales argument to keep them up*, that the fault is really not that of the *seasonableness* of the article, but with the traditional prejudice of the buyer.

The trade in prepared breakfast foods furnishes an excellent example of what has been done to overcome prejudice. Breakfast foods of the corn flakes variety were originally looked upon as summer products for summer consumption. "You don't have to cook it," was the cry of the first prepared food copy writers. And the idea worked until winter came. Then people went back to the old method of having house-cooked breakfasts.

It took considerable advertising of breakfast foods in summer to overcome this notion that a package of corn flakes was only a summer commodity. It also took a lot of persuasion with the retailer. The retailer was in fact the first to accept the propaganda that a prepared breakfast food was for summer. The breakfast food people found that in June, their biggest month, they did twice as much business as in December, their lightest.

This is why the best force of several breakfast food campaigns lately has been directed at building up winter business. It has been argued that most persons, nowadays, cook by gas, and that it is far more economical to use a prepared, already cooked, cereal. Other similar arguments have been put forth, all aimed to increase the consumption of such cereals in the winter time. As the result of persistent advertising the Kellogg Toasted Corn Flake Company has succeeded in

# Good As The Governor's Pass At The Dayton Flood



A representative of the

## Engineering Record

hurried to the scene of the recent disaster, writes that "Engineering Record" on his card was "Good as the Governor's Pass." City officials, engineers, military authorities and the city's executive heads, working 24 hours a day, spent hours with the Record representative. They realized the importance of having their situation correctly presented to the kind of people who read the Record.

Ask yourself whether a publication of such recognized standing could not be made a vital influence in promoting your sales through its advertising pages.

Its circulation is 19,500—among civil engineers, contractors, water works superintendents and municipal officials.

Write for a copy of the new "Advertiser's Guide" just off the press.

**McGraw Publishing Co., Inc.**  
239 West 39th Street New York

prolonging its "season" in which the volume of business has been what is considered "big" to seven months instead of five. The season in which business is brisk now begins in February and ends in October, instead of beginning in March and ending in September. It is hoped to keep on until there is a solid all-the-year demand for this product.

A similar situation has existed in the tea trade. Most advertisers of tea have found that their sales dropped off anywhere from thirty-three-and-a-third to 50 per cent during the summer months. People drank tea enough in winter, but changed to something else in summer. This dropping off in consumption had come to be an expected thing, and most advertisers accordingly concentrated their campaign work on the winter months.

One concern, however, whose sales had slumped in summer anywhere from a third to a half their normal volume, determined to try for a bigger trade. This was Seeman Brothers, of New York, advertising White Rose tea. In one season they turned the tables and cut down the percentage of decline to 20 per cent.

Their slogan, summed up, was "Drink Iced Tea." They went to work on the dealer, and as in the case of the breakfast food people, overcame his tendency to forget to push their goods in summer. They pasted his windows with "Iced Tea" signs and continued their winter campaign right through the summer, merely changing the argument from hot tea to cold. Their work kept the goods moving in a surprising way, and the summer "Iced Tea" campaign has now become an established part of the selling plan. Moreover the idea is lately being carried into other lines of goods, with similar success.

#### EXTENDING "HOLIDAY" PURCHASES

Some chapters in the history of the toy industry illustrate what can be done to change so-called season business into steady all-the-year-round business. Not so long ago the country was dotted with

exclusive toy-shops. With the advent of the department store, however, the great majority of these were forced out of business. In the department stores, the toy section became distinctly the Christmas section, and the sale of toys came to be a seasonable proposition. Campaigns of both manufacturer and retailer were centered on the holidays. After these were over toy departments were cleaned out at bargain rates, in some cases the surplus stock being donated to foundling asylums and children's hospitals, to make room for other goods.

The result was demoralizing to the toy industry, and the few manufacturers who survived have recently been seeking a way to bring their goods back into all-the-year favor with the retailer. Various arguments have been presented. It has been pointed out that "every child who has a Christmas also has a birthday." Mother's occasional shopping trips to the "city" ought to mean opportunities to sell her something to take home to "baby." Retailers were urged to keep their toy departments in running order not only at Christmas but *all* the time.

This idea has been capitalized lately by several toy manufacturers, who have sought to create an all-year market for their goods. The Ives Mfg. Company, of Bridgeport, Conn., has perfected a line of mechanical toys for which it aims to create a demand that shall be well-nigh constant. It is understood that this concern will shortly begin advertising to the consumer the "Ives Railway System," consisting of not only a miniature railroad, but a complete equipment, all of which is intended to supply a second and third demand on the part of the small boy or girl for "something else." The initial outfit may consist of the railway tracks, cars and station presented as a Christmas gift. During the rest of the year the interest in the toy may be kept up by the purchase of more scenery, operatives, signals with lights, villages and towns, and in fact, everything that can possibly be thought of to make the system last

as long as the child's imagination keeps up his interest.

Abercrombie & Fitch, of New York are now carrying on a campaign to keep up a constant demand for sporting goods, both in and out of season, as the customer understands it. This concern's idea is to seek the sportsman wherever he may go and at whatever time of year he may become interested in sport. It has been found that the season for selling fishing tackle is not necessarily limited to the spring and summer, since thousands of fishermen can be reached each winter in Florida. It has also been found that the market for trappers' supplies need not wait for the autumn for its opening if the sportsmen who journey north in the summer for a hunting expedition can be reached.

By careful study of these conditions the firm of Abercrombie & Fitch has adjusted its sales plans to the end that demand for sporting goods of various sorts shall become distributed as far as possible over the year. The concern depends on well-constructed circular letters for much of its business, selling by catalogue to club members everywhere. It moves the "point of contact" following the customer as his needs change, and it has stimulated a large amount of new trade in territories that had previously been thought unfruitful at any but a particular season.

#### CONCENTRATION THAT LEADS TO RESTRICTED MARKET

Sometimes a manufacturer concentrates on a certain market only to discover that he has limited the sale of his goods to a season unintentionally. This was the case with the Warner Instrument Company, whose campaign up to a short time ago was almost entirely confined to supplying automobile manufacturers with speedometers for equipping the cars they made. The concern enjoyed an excellent business among manufacturers but found that its trade was practically limited to the season when the manufacturers were putting out new cars.

This season seemed too short and it was decided to go after the consumer himself, with a strong selling campaign. In this the Warner company has broadened its field from car manufacturers to car owners, using its reputation with the former as an argument to the latter, and it has insured for itself a steady demand where it formerly had to depend on that of a season of a few months each year.

In the underwear field several concerns have won success with summer garments by advertising them in winter. Both the B. V. D. and the Porosknit, formerly supposed to be distinctly garments that should be donned in summer, and put aside in winter for heavier makes, have been sold extensively long after the once accepted season for them had expired. Nowadays the Chalmers Knitting Company, whose campaign was described some time ago in *PRINTERS' INK*, keeps up its advertising of Porosknit all the year round. It has been discovered that there is a growing population which disregards the custom of years and refuses to wear but one grade of underwear for twelve months in the year, and the fact that these persons continue to do so year after year has been brought out forcefully in Porosknit copy.

The manufacturers of light underwear, however, are up against keen competition in winter, much of which does not exist in summer. Therefore most of them have refused to follow any but the line of least resistance. Yet the fact remains that winter campaigns on both Porosknit and B.V.D. have been successful, which proves that what was supposed to be a "season" is not really so much a season as a state of mind on the part of the consumer.

#### KINGMAN WITH CURTIS

Russell B. Kingman, formerly New England manager of the *Style Books* and of the *Semi-Monthly Magazine Section*, has joined the New York office of the Curtis Publishing Company.

Ernest V. Madison has taken charge of the copy department of the *Practical Engineer*, Chicago.

AN AVERAGE DAY'S DISTRIBUTION OF

# The New York Times

## CIRCULATION REPORT

Tuesday, April 1st 1913

	TO-DAY	LAST YEAR
Net Production .....	246,410	216,340
Mail Room Delivery .....	245,854	216,065
Unaccounted for .....	556	275

### GENERAL DISTRIBUTION.

Wholesale—City Order .....	171,217	152,910
Independent Dealers .....	14,022	11,146
Wholesale—Country Order .....	32,122	26,972
Country Dealers .....	40,853	32,475
Subscriptions (Paid) .....	14,256	12,135
Total Net Paid .....	243,560	213,378

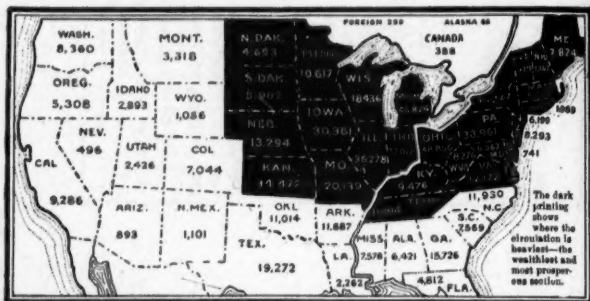
Advertising Mail List .....	239	285
Exchanges .....	127	128
Down Town Office .....	676	1,035
Main Office .....	402	999
Annex .....	600	.....
Eds. and Comp. Room .....	250	240
Total .....	2294	2687

MANHATTAN and BRONX. 29,597.  
American News Co. 2,190

THE NEW YORK TIMES FIFTEEN YEARS' CIRCULATION RECORD—
October, 1898.... 25,728
" 1899.... 76,260
" 1900.... 82,106
" 1901.... 102,472
" 1902.... 106,416
" 1903.... 106,386
" 1904.... 118,786
" 1905.... 120,710
" 1906.... 131,140
" 1907.... 143,460
" 1908.... 172,880
" 1909.... 184,317
" 1910.... 191,961
" 1911.... 197,375
" 1912.... 236,668



# 600,000 Copies and Where They Go



This Map Shows the Distribution of Circulation of

## FARM AND HOME

The Leading National Semi-Monthly Farm Paper

Compare it, both as to quantity and quality, with the circulation statement of any farm paper that you wish. But that will not tell you the fullest value of the 600,000 circulation of *Farm and Home* nor why it is the leader in its field.

*Farm and Home's* circulation has quality as well as quantity. The quality of its circulation is unequalled. This is shown by the ever-increasing growth in advertising patronage and by the consistency with which advertisers have used its columns and the increase in the amount of space used each succeeding year.

It is the very able staff of writers, comprising the best agricultural authorities obtainable, that makes *Farm and Home's* editorial organization the most authoritative of any farm paper in the country. They know how to do the things they write about, and they keep it full of live, practical, money-making articles.

## 600,000 Circulation Guaranteed

goes into the home of the highest type of American farmer.

Issued in two editions—Eastern and Western. Advertisers may take advantage of this to reach any particular section of the country. Division in editions is made as shown by the white line on the map.

Address nearest office for further information, sample copies and advertising rates

### THE PHELPS PUBLISHING CO.

1209 Peoples Gas Bldg. Chicago, Ill. 601 Oneida Bldg. Minneapolis, Minn. 315 Fourth Ave. New York 455 S. W. Candler Bldg. Atlanta, Ga. 1-57 Worthington St. Springfield, Mass.

## ENLISTING DEALERS TO HELP HEAD OFF A FAD

HOW THE PROOF WAS FOUND THAT  
THE MISSION FURNITURE CRAZE  
DID NOT REPRESENT A CHANGED  
MARKET—SHOWING THE DEALER  
WHAT REALLY REPRESENTS GOOD  
TASTE

By Roy W. Johnson.

A very potent line of appeal is one of the many variations of the phrase "everybody's doin' it." If you are selling embroidered doilies in sets and can tell women, so they will believe you, that tablecloths have clean gone out of style and that "everybody" is lurching off doilies, you can make a fortune. It won't do simply to assert it, though. It has got to be *believed*, which necessitates a certain amount of what will pass for proof.

A certain number of people can be made to believe anything, provided it begins, "It is a well-known fact that, etc.," or "Everybody now admits that, etc." But the trouble is that those combinations of words are equally available to the other fellow. Where is the profit in asserting that it is a well-known fact that everybody who is anybody wears button boots, when somebody else is declaring that it is equally well known that they wear nothing but congress gaiters?

Especially is this true with the dealer who is asked to invest a certain not inconsiderable amount of money in goods which everybody—more or less—is "going to want." He wants to know whether the goods the manufacturer is trying to sell him represent a steady market or simply a fad which will be the subject of a hasty funeral in a month or two. The manufacturer's power to buy full pages of consumer advertising won't decide the question, for the manufacturer of the competing kind of goods can buy full pages, too. The dealer is there to sell what his customers really want, and the manufacturer who can persuade the dealer that they really want *his* kind of goods enjoys a big advantage.

Sometimes, too, the dealer can be enlisted to stop the progress of a fad which is hurting a certain line of business, just as, for example, the fad for extremely narrow skirts is hurting the underwear business. The underwear manufacturers believe it is only a fad, and that the demand for petticoats made of something besides messaline or charmeuse will come back again. If they could enlist the retail dealers of the country in a movement to instruct their customers that good taste now demanded muslin petticoats, the fad would be buried a good deal sooner than it is likely to be.

### THE MISSION CRAZE HIT HARD

Something a good deal similar in effect has actually been done in the furniture business. The craze for mission furniture is familiar enough to everybody, and when it

**RETTING**  
GRAND RAPIDS

THE beautiful furniture that magazines and picture books tell you is the latest thing in home decoration—this beautiful furniture you see on the stage—in your fashion magazines—in your newest fiction books—is almost exclusively Retting Furniture, the strikingly beautiful period styles made by RETTING and sold by the finest stores in America.

Route 10, Grand Rapids

**RETTING FURNITURE COMPANY**  
311 Godfrey Avenue GRAND RAPIDS, MICHIGAN

### COMBATING THE "MISSION" FAD

hit the country like a literal cyclone, the manufacturers of mahogany "period" furniture suffered very materially. Furniture isn't bought every day by the same family, and when a householder furnished his dining-room or his library in mission, he was out of the market for some time to come. At one time it seemed

as though the market in the smaller cities for period furniture was gone, so far as the individual householder was concerned. The magazines were full of articles telling about the "trend to the sturdy simplicity of William Morris," and sneered pityingly at the man or woman who pretended to see anything satisfying in the "fluted and pilastered gewgaws of aristocracy." "Everything is mission nowadays," just about summed up the impression in the average furniture buyer's mind, and a great many manufacturers of period furniture abandoned

stampeded. "Mission styles," they said, "are not a reflection of good taste unless they are used properly in the comparatively few places where the style is harmonious. Good taste will inevitably demand a return to the styles which civilization has developed as things of beauty, and will cease to enthuse over any piece of woodwork simply because it looks as though it had been hewn out of a log with a pioneer's axe and put together with railroad spikes. The fad for eating meals in a cave furnished à la Robinson Crusoe and ornamented with the appurtenances of



A NOVEL ENDEAVOR TO PROFIT FROM THE UNCONSCIOUS PUBLICITY GIVEN BY OTHER ADVERTISERS

their piles of mahogany for oak and the fuming-box, adding, of course, their share to the general advertising of mission styles as the proper thing.

The Retting Furniture Company, of Grand Rapids, however, refused to believe that it was anything more than a big fad. The mission craze seemed to be growing every day like a snowball rolling down a steep gable roof, but the Retting people refused to be

a dungeon cannot last. People like air and sunshine too well."

#### PROVING WHAT PEOPLE REALLY LIKE

But when the furniture dealer was approached with that argument, he didn't enthuse. "I can't afford," he said, "to care for art and æsthetics. You can talk all you've mind to about what is good taste from *your* standpoint, but from *my* standpoint, good taste is what my customers want. If they

really want to make their homes ugly, I've got to help them. If they want to eat off soap boxes and sleep on stoneboats, what is it to me? Show me that people really want period furniture, that they really admire it, and I'll agree to push it, but you've got to give me something besides arguments."

So the company went to work to prove that people really did admire period styles of furniture, and they did it by proving that when a man wanted furniture to express refinement, or delicacy, or taste, or general high quality, he chose period styles as a matter of course. First they went through the magazines and noted the type of furniture in the text illustrations. To reflect the atmosphere of refinement and wealth, such artists as Charles Dana Gibson, Orson Lowell, Howard Chandler Christy, W. L. Taylor, etc., drew *period furniture*. Next an inspection of the advertising pages showed that in illustrations involving the use of interiors, such advertisers as the American Radiator Company, Cluett, Peabody & Co., Yale & Towne, Pratt & Lambert, the E. Howard Watch Company, etc., showed period furniture. When the advertiser wanted to show the best type of home, he used period furniture.

Next, the fashion pages of the women's publications were consulted, and here again, when furniture was introduced to set off a costume or to give the effect of a fashionable interior, it was period furniture. The illustrations in late novels were compared, and the same tendency observed.

Last, but not least, the company turned to the photographs of scenes from late plays dealing with modern society. Exactly the same result was apparent there. The producer, in setting his stage to represent the interior of a modern home, did not adopt the mission styles. Chippendale, Sheraton, Colonial, Adam, Louis XIV, Empire and other period styles were found everywhere as exemplifying the highest standard of taste.



## Advertising and Super-Advertising

This suggests Shaw and others who wrote about a superman miles ahead of the average man. Here is a simile from Adland.

Memphis, Tenn., is a shopping centre for almost half a million people; a jobbing centre and shipping bull's eye for 17 railroads and 175 Mississippi steamers. She has 125 acres of warehouse space for cotton alone. Her weekly bank clearings exceed seven million dollars. Surely a Super-City!

The newspaper situation there is dominated absolutely by the

## Memphis Commercial Appeal

It is one of the few newspapers known and quoted all over the country. It has the Associated Press, the Hearst and the Herald news service—more than any metropolitan paper claims.

The **MEMPHIS COMMERCIAL APPEAL** is read by 95% of the local newspaper readers. 97% of this circulation is carrier-right-into-the-homes.

For January to April 1, 1913, the circulation averaged 56,512 daily and 89,048 Sunday.

The advertising lead of the **COMMERCIAL APPEAL** is just as overwhelming, with a gain of 376,188 lines in 1912, and a total of 8,983,618 lines; leading in foreign, local and classified business.

Surely a Super-Paper with which you can thoroughly cover a Super-City! Here is your opportunity for super-advertising with super-results.

The **WEEKLY COMMERCIAL APPEAL** is the foremost farm paper of the Mississippi valley. Circulation 98,406 copies. Let us show you the distribution by States.

### THE MEMPHIS COMMERCIAL APPEAL

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

Reproductions of these illustrations and scenes were used in dealer advertising with telling effect. The big city dealer didn't need them, of course, but they could do him no harm, and they did a great deal of good among the dealers in smaller towns who "couldn't see anything" but mis-

their choice of period furniture as best typifying public taste. Every time you look into a magazine, or into a book, or go to a play, you cannot help being reminded of period furniture."

#### LINKING STAGE AND ADS

That was the general argument, and to make it specific, the company showed along-

side the piece of furniture in the picture or on the stage the same style from their own catalogue. They proved that not only did the public taste lean toward period furniture, but that the very types of furniture shown in the illustrations could be procured from the Retting line.

The most immediate result, of course, was to set the dealer to thinking, and turn him from an unwilling booster of mission to a willing protagonist of period styles. Most dealers would prefer to sell period furniture, and needed only to be assured that it was possible to sell it. So when Mrs. Jones came in for a new dining-room set, the dealer who had read the Retting advertising would be very

glad to place his influence on the side of mahogany. He gladly went to work to turn public sentiment back into old channels the moment he was persuaded that there was any chance of success. The company has taken advantage of the same thing in the consumer advertising, and is telling the housewife that the furniture she sees in the pictures in her favorite magazine is period furniture.

Good taste and public opinion are two things it is pretty difficult to define, but examples of them can usually be found if one searches hard enough.



PART OF INSERT IN TRADE JOURNAL EXHIBITING A DISCRIMINATING STAGE SETTING

sion. "These pictures," they said to the dealer, "indicate what the homemakers of this country want. They are photographs of real public taste. General advertisers who are paying hundreds of dollars for space are going to fill that space with the thing which will be most attractive and most pleasing to the eye of the reader. Artists who depend for their popularity upon keen understanding of the public taste must please the public. Stage managers, whose success depends upon the fidelity with which they reproduce public taste, are bound to know what is admired. These classes of men are unanimous in

# The Advertising Mirror

*In which anyone may see his own face  
and observe the health of his countenance.*

## III. The Advertiser

1. He offers a product that is useful and helpful to the person who buys it.
2. He is willing to have the actual facts about his product known to the public.
3. He claims for his product only such things as can be proved.
4. He is an open-eyed man who knows when he is getting what he pays for.
5. He is an open-minded man who is glad to listen to the truth about things.
6. He is interested in circulation, rates, commissions, measurements, results, service and such things.
7. He gives his agent and advertising manager such figures as enable them to advise him properly.
8. He puts his advertisement in paid space and scorns frame-ups in the news columns.
9. He cheerfully accepts an adjusted rate when he finds it necessary to cancel a portion of the advertising he promised.
10. He trusts his advertising agent to a reasonable extent and encourages his auditor to make friends with his agent's auditor.

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*"The Advertising Mirror" complete, reflecting typographically the ideal Agent, Publisher and Advertiser, may be had on request from H. E. Lisan Advertising Agency, 440 Fourth Avenue, New York.*

# CIRCULATION

figures from reports by San Francisco's \$250.00 per day Traffic Expert, Bion J. Arnold, showing number of people passing a given point in fifteen hours:

Traffic Point	Ride	Walk	Total
Mission and Valencia.....	85,830	1,716	87,546
Mission and Twenty-second.....	86,955	2,898	89,853
Sixteenth and Bryant.....	58,740	587	59,327
Mission and Eleventh.....	96,195	1,282	97,477
Market and Haight.....	117,390	2,347	119,737
McAllister and Larkin.....	50,910	509	51,419
Market and Taylor.....	175,830	7,330	183,160
Market and Ellis.....	185,685	371,370	557,055
Powell and Ellis.....	61,605	123,210	184,815
Folsom and Third.....	38,595	772	39,367
Sansome and California.....	19,590	29,385	48,975
Powell and California.....	40,995	816	41,811
Montgomery Ave. and Union....	25,560	340	25,900
Sutter and Hyde.....	71,460	714	72,174
Sutter and Fillmore.....	113,505	2,270	115,775
Kearny and California.....	42,735	64,103	106,838
Ferry Terminal.....	115,570	111,150	226,720

You can reach them all several times per day for \$10 per day

**J. Chas. Green Co.**

Night and Day  
Billposting and Painted Display  
San Francisco

## Fighting Unfair and Deceptive Use of Place Names

*By E. S. Rogers,*

Of the Chicago Bar. Lecturer at University of Michigan.

Geographical names are not recognized as trade-marks, because, from their very nature, an *exclusive* right in them cannot and ought not to be maintained.

To permit a single trader to exclude every other from the use of a place name would handicap those who might legitimately be doing business in that place in informing the public of the fact.

It was, however, very early recognized that to hold that no rights could be acquired in the name of a place would open the door to deception of the public in a way that the judicial conscience could not tolerate. It was appreciated that the names of many places, by common usage, had also become the means of distinguishing the goods of certain producers from those of others. Present-day illustrations readily occur to anyone: "Elgin" watches, "Waltham" watches, and many others. The name "Elgin" on a watch dial has little geographical significance; it means the product of the Elgin National Watch Company. To the extent that a place name may have obtained such an artificial significance, it is said to have acquired a secondary meaning.

A man who does business in a certain locality and uses the place name as a trade name acquires certain rights with respect to it. He has a right in the name of the place to the extent of insisting that when others, who may be doing business there, use the place name in connection with their business, they do so to indicate simply that they also do business there, and not use it merely as a device to steal away the customers of the establishment which has given the name of the place a value, independently of its value

as a means of designating a certain locality. Use of a place name in its primary or geographical significance by people doing business there is fair and legitimate. Use, however, with the result of confusion of identity of business is unfair and illegitimate. Two, and perhaps three, distinct rights have to be reconciled in such a case: the right of the original user of the name to the business that he has built up under it, the right of the newcomer honestly to go to the place and establish a business there and to state the fact of its location, and the right of the public to purchase an article desired without deception.

### WALTHAM AS A NAME

The situation at Waltham illustrates the difficulties which confront the courts in solving such problems. The American Waltham Watch Company for many years was the only watch factory at Waltham. It designated its product "Waltham Watches." A Waltham watch, to the public, meant the product of the American Waltham Watch Company. The geographical significance of the name was entirely secondary. The defendant came to Waltham and established a factory there.

This, of course, it had a right to do. It put the name "Waltham" on its watches. No one would deny that it had a right to indicate to the public where its product was made. The result, however, was that the defendant's watches were sold as "Waltham" watches and were thought to be the complainant's product. The public was deceived and the complainant injured.

Mr. Justice Holmes, then Chief Justice of the Supreme Court of Massachusetts, discussed the question in his usual lucid way:

"Whatever might have been the doubts some years ago," he said,

"we think that now it is pretty well settled that the plaintiff, merely on the strength of having been first in the field, may put later comers to the trouble of taking such reasonable precautions as are commercially practicable to prevent their lawful names and

the one hand, the defendant must be allowed to accomplish its desideratum in some way, whatever the loss to the plaintiff. On the other, we think the cases show that the defendant fairly may be required to avoid deceiving the public to the plaintiff's harm, so far as is practicable in a commercial sense."

It was thought that the name "Waltham" on the dial was not important in a geographical sense, and this use of the name by the defendant was enjoined, and it was further decreed that there should be an injunction "against the use by the defendant of the words 'Waltham, Mass.' upon the plates of

its watches without some accompanying statement which would clearly distinguish its watches from those manufactured by the plaintiff, such as 'Not the original Waltham Watch Company,' or some similar explanatory statement."

#### FACTS BEARING ON RIGHT TO USE PLACE NAME

In such a case, in order to succeed, the complainant must show (1) that the place name, by use on his goods, has come to be the means by which they are identified, and (2) that his competitor is using the name on his goods so as to deceive purchasers. These, of course, are questions of fact. The extent of the restraint imposed



FIG. 1—ORIGINAL "CHICAGO WAIST" AD

advertisements from deceitfully diverting the plaintiff's custom. \* \* \* It is desirable that the plaintiff should not lose custom by reason of the public mistaking another manufacturer for it. It is desirable that the defendant should be free to manufacture watches at



FIG. 2—THIS USE OF PLACE NAME WAS FORBIDDEN  
COMPARE FIG. 1

Waltham and to tell the world that it does so. The two desiderata cannot both be had to their full extent, and we have to fix the boundaries as best we can. On

depends upon the strength of the proof of these two things and ranges from prohibited use, except with such explanations or distinctions as will prevent decep-

*Average Circulation of Week-Day Editions of  
The NEW YORK AMERICAN Now  
Exceeds 275,000 Net-Paid Copies*

## New York American

**Has More *Quality* Readers Than  
Any Other New York Newspaper  
And Here Are Some Of The "*Qual-  
ity*" Features Which Have Won For  
It *Quality* Supremacy:**

<b>ART</b>	By	Chas. H. Caffin
<b>MUSIC</b>	By	Chas. Henry Meltzer
<b>DRAMA</b>	By	Alan Dale
<b>SOCIETY</b>	By	Cholly Knickerbocker
<b>BUSINESS and FINANCE</b>	By	{ B. C. Forbes W. R. Lawson of London Broadan Wall Joseph R. Pritchard Edward Low Ranlett
<b>BASEBALL, YACHTING, AUTOMOBILING</b>	By	{ Damon Runyon Allen Sangree Duncan Curry W. J. Macbeth
<b>EDITORIALS and SPECIAL ARTICLES</b>	By	{ John Temple Graves Elbert Hubbard James J. Montague Rev. Thomas B. Gregory Winifred Black Edwin Markham Virginia Terhune Vandewater
<b>FOREIGN NEWS</b>	By	{ W. Orton Tewson Chester Overton Marquis de Castellane Paul Pierre Rignaux C. de Vidal-Hundt Fritz Jacobsohn J. M. E. d'Aquin George M. Bruce
<b>HUMOR</b>	By	{ Bud Fisher George M'Manus T. E. Powers Frederick D. Opper

*Greatest Quantity of Quality Circulation*

**Sunday Circulation Exceeds 750,000 Net-Paid  
Copies Per Issue**

## TO THE ADVERTISERS OF AMERICA

The CHICAGO DAILY NEWS is inaugurating an intensive campaign to advertise to its readers the value to them of the paper's advertising columns. This campaign is planned to run throughout the entire year, and its purpose is to bring the paper's readers and advertisers into closer relations of mutual appreciation and confidence. No advertiser who has used The DAILY NEWS with consistent regularity has ever had occasion to complain that his returns were not up to standard *and more*, but it is the purpose of The DAILY NEWS to increase to the utmost the responsiveness of its readers to the announcement of its advertisers. To this end it will continue to exercise the closest discrimination as to the kind of advertising accepted, in order that the confidence of its readers in the integrity of its advertising columns may be fully justified.

This, then, is *your* campaign, Mr. Advertiser, a campaign primarily in *your* interest, an effort to give you more and more for your money. For years it has been very generally recognized that The CHICAGO DAILY NEWS gives the advertiser more for his money than any other newspaper in America—a conviction based on considerations consequent upon the following facts:

1. The DAILY NEWS circulates more papers in the same area than any other newspaper in the world. Of its March daily average of 373,552 copies all but about 25,000 were sold in Chicago and its suburbs—over 340,000 city circulation, which is more than *twice* the city circulation of any other Chicago newspaper, either daily or Sunday—in certain instances three, five and six times more (in one case probably thirty times more). It is estimated that there are between 425,000 and 450,000 families in Chicago. Eliminating those who do not read English it is easy to understand why The Postoffice Review said, "Nearly everybody who reads the English language in, around or about Chicago reads The DAILY NEWS."

2. The DAILY NEWS enjoys the confidence of its readers in a degree not equalled by any other Chicago newspaper, and approached by few, if any, newspapers throughout the country. It is an independent newspaper, free from partisan motive or bias, accurate and impartial. It appeals to the thinking, dispassionate reader rather than to the unthinking partisan. It is a family newspaper. To its complete local and domestic news service is added a special foreign cable service unequalled in extent, completeness and cost by any other American newspaper. The DAILY NEWS maintains its own foreign offices, with its own exclusive staff representatives, in London, Paris, Berlin and Pekin, besides special correspondents in Rome, Vienna, Dublin, Stockholm, Bergen, Copenhagen, Sophia, Cairo, Gibraltar, Belgrade, Constantinople and sixty other foreign news centers. This has been its news and editorial character throughout the thirty-seven years of its publication. Its readers have become attached to it through the natural and legitimate influences of its high character, and are therefore bound to it by deliberate and long-continued choice. By the factors of time and honest and enterprising service it has won their confidence, and

retains their loyalty. Thus its high editorial standard has given its advertising columns an unusual character and has made the purchasing power of its circulation exceptionally high.

3. The volume of local display and classified advertising is universally accepted as an index to a newspaper's advertising strength. The DAILY NEWS publishes a preponderance of local display advertising. For example, the January and February totals of this year show that The DAILY NEWS printed more local display advertising, six days a week, than any other Chicago newspaper printed in seven. The DAILY NEWS is the great "Want Ad" medium of Chicago. It prints a greater number of "Help Wanted" advertisements than all other Chicago newspapers—daily and Sunday combined. It is Chicago's "Want Ad" Directory. It is the great advertising market place of both the classes and the masses because it is the paper of all the people.

4. The DAILY NEWS' advertising rate is one of the three lowest in America. Its minimum display rate on contract is less than one-tenth of a cent per line per thousand circulation. The Publishers' Guide of January gives The DAILY NEWS' rate, based on its old circulation statement of 341,994 (\$1,558 less than its March average) as .0129 per inch, as against an average rate of .0288 per inch of 140 other newspapers in the twenty-eight largest cities in the United States. And this notwithstanding the very high quality of The DAILY NEWS' circulation. This low rate, coupled with an extremely responsive, concentrated clientele, is an important factor in making The DAILY NEWS "America's greatest advertising medium."

5. The DAILY NEWS is the standard of advertising value by which all other American newspapers are measured. In support of this proposition we submit the following convincing testimony from Printers' Ink of New York, than which there is no higher advertising authority in America:

"When Printers' Ink promised a sugar bowl to a paper that, among all those published in the United States, gives an advertiser the best service in proportion to the price charged, the bowl was awarded to The Chicago DAILY NEWS, and no one has ever asserted that it did not go where it belonged."

### TO SUMMARIZE IN A SENTENCE

The CHICAGO DAILY NEWS carries more advertising 6 days a week, wields a stronger influence with its readers, has a larger circulation in a more compact territory and sells its space at less cost per thousand circulation than any other newspaper in the United States. Therefore:

**THE CHICAGO DAILY NEWS** America's Greatest Advertising Medium

tion or minimize it, consistently with the rights of the parties, to entire prohibition when it is clear that all distinctions, even if honestly meant, would be idle.

In the Waltham case it was evident that the court thought that, since the defendant actually was making its watches in Waltham,

used it on the label, illustrated in Fig. 1.

The corset acquired a wide reputation and was identified, spoken of and asked for at stores by the name "Chicago Waist." People so asking expected to get Gage-Downs' product. The defendants were engaged in business in Kalamazoo and not in Chicago, and put upon the market a similar waist, with the label shown in Fig. 2.

The court was not called upon to reconcile the defendant's right to use the word "Chicago" as an address with the complainant's right to the benefit of the reputation it had built up under the name. Not being in Chicago, but in Kalamazoo, the defendant obviously had

no right in the name "Chicago" as an address, and an absolute injunction was granted.

Cases of this kind are much less embarrassing and difficult where neither party is using a place name in a geographical sense, or where the defendant is not at the place whose name he is using.

#### MISUSE OF "BUDWEISER"

Probably few people who are familiar with Budweiser beer associate it with the obscure Bohemian town of Budweis, but recognize the name as the designation of a specific product of the Anheuser-Busch Brewing Association,

having not the slightest geographical significance. A Milwaukee brewer put upon the market a beer which he called "Original Milwaukee Budweiser." The labels



FIG. 3—THE LABEL OF THE ADVERTISER WHO FIRST PUT MEANING INTO "BUDWEISER," A CITY

it had rights which had to be conserved. On the other hand, where the use of the name of a town is nothing but a pretext for unfair trading, the injunction against the use of the name is absolute.



FIG. 4—COURT RULED AGAINST THIS AS UNFAIR IMITATION OF ORIGINAL IN FIG. 3

This is illustrated by the case of the Gage-Downs Company, manufacturers of corsets. Many years ago they adopted as a trade name the words "Chicago Waist" and

of the parties are reproduced in Figs. 3 and 4.

It was held that the name "Budweiser" did not indicate geographical origin and as used was not a place name, and since the defendant was not using the name as indicative of the locality of its business and the contention that there was a process of brewing originating in Budweis, known as the "Budweiser Process" having broken down, it was held that the use of the name "Budweiser" by the defendant was not necessary or proper as a description of its beer, either as to origin or method of

ceeded in stopping a person not located in Durham from selling Durham smoking tobacco. A manufacturer of cement in Akron, Erie County, New York, stopped a producer near Syracuse from using the word "Akron" on cement not produced in Akron, and in one of the most famous cases in the books, the Flour Millers of Minneapolis, suing on behalf of themselves and all the millers in Minnesota, enjoined a Chicago grocer from selling flour milled in Milwaukee under a brand containing the words "Minnesota Patent, Minneapolis, Minn.," on the

ground that both designations were false and tended directly to injure the good name of the localities where the complainants were located and which they and others similarly situated alone had the right truthfully to use. Specimens of some of the complainants' brands, showing the use of the name "Minneapolis," are shown in Figs. 5 and 6, and the defendant's brand, which was held to be deceptive and enjoined, is shown in Fig. 7.

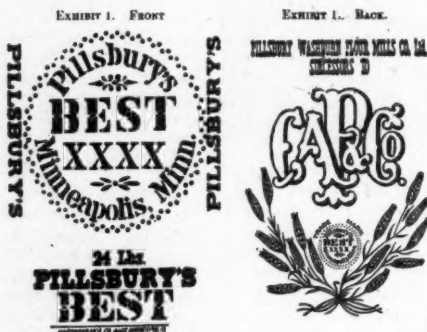


FIG. 5.—LABEL OF COMPLAINANT, SHOWING USE OF CITY NAME. COMPARE FIG. 7

brewing, and that its use amounted to unfair competition and should be enjoined.

It is well recognized at the present time, though there are some earlier cases to the contrary, that the manufacturer of a product in a certain district has a right as against a person not manufacturing in that district, to the use of the name of the district. That is to say, a person who is rightly and truthfully using the geographical designation of a locality from which his product comes has a right to stop outsiders from the false use of the name. The Anheuser-Busch Brewing Company succeeded in stopping another brewer, not located in St. Louis, from the use of the words "St. Louis" on beer brewed elsewhere. Blackwell suc-

#### WHEN TWO USE PLACE NAMES AS INDICATION OF LOCALITY

It is only where both parties to the controversy are using the place name as an indication of locality that much difficulty arises in these cases, and this question is sometimes made additionally difficult because the contention is made, and not infrequently sustained, that the defendant is not in good faith located in the town the name of which he is using and which has been made famous by another.

In an interesting case brought by the Elgin National Watch Company against certain defendants, who were residents of Iowa, this state of facts appeared. The defendants had been engaged for a

# YOUR SHARE —IN— MILLIONS OF DOLLARS

## Now being spent in San Francisco in preparation for the Panama-Pacific Exposition, can be had by advertising in the

# San Francisco EXAMINER

which covers its field more thoroughly than any other one metropolitan newspaper in the United States.

The EXAMINER is the only newspaper in America exclusively morning or evening, selling at more than 1c. per copy, with more than 100,000 net paid Daily circulation.

The statement to the U. S. Government of April 7, 1913, was as follows:

The San Francisco Examiner, published daily, including Sunday, at San Francisco, Cal., required by the Act of August 24, 1912. Name of Editor, President, Dent H. Robert; Secretary and Treasurer, W. F. Bogart; Managing Editor, C. S. Stanton; Business Manager, C. S. Young; Publisher, Examiner Printing Company, San Francisco, Cal. Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent or more of total amount of stock.) William R. Hearst, New York City. Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages or other securities: None.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement.

**Daily, 103,702                      Sunday, 197,305**

Signed and sworn to DENT H. ROBERT, Publisher

**The Daily circulation is now    110,100**

**The Sunday circulation is now    212,500**

M. D. HUNTON,  
220 Fifth Ave., New York

W. H. WILSON,  
Hearst Building, Chicago

number of years in the assortment jewelry business. Apparently casting about for a town in which to establish their business, or part of it, they selected Elgin, because, as was stated in a letter from one of them, which was in evidence in

pany under the laws of Illinois, and opened an office in Elgin in the Young Men's Christian Association Building, where they put a young woman in charge. No business was conducted there. It was a mail station simply. Mail

coming there addressed to the Elgin Jewelry Company was answered by form letters where possible; otherwise it was forwarded to Iowa, where it was answered, sent back to Elgin, and there mailed, so as to bear the Elgin postmark. Swarms of traveling salesmen were sent out through the country, registering at hotels from Elgin, and calling on the trade. They attempted to sell assortments of cheap jewelry. Their selling talk, as relat-

ed in his own language by one of the witnesses in the lawsuit which followed, was about as follows:

"McCarthy introduced himself as the salesman for the Elgin Jewelry Company and said that he was doing business really for

the Elgin National Watch Company; that we had a chance to do business with a wonderfully fine concern such as I had not seen for a long time. He opened up his samples of jewelry and told me the low prices. I then said it was a wonderfully low price, 'How can you sell them so cheaply?' He said: 'I will tell you, Mr. Werner. Formerly we threw away the scraps after making the movements of the watches; now we utilize them in making

jewelry of them. What formerly went to waste we now use, and that is why we can make and sell jewelry at less than half price.' 'Is that possible?'

EXHIBIT 3. FRONT.



EXHIBIT 3. BACK.



24% Lb.  
WASHBURN-CROSBY CO'S  
BEST

FIG. 6—A SECOND ADVERTISER WHO HELPED TO MAKE MINNEAPOLIS MEAN "FLOUR"

the case, "it is a town with the finest reputation of any in the United States on account of the fact that the Elgin watch is manufactured there. It is well advertised in every hamlet from one end of the country to the other.

EXHIBIT 10. FRONT.



EXHIBIT 10. BACK.



BEST

FIG. 7—THIS BRAND, SHOWING USE OF CITY NAME, WAS FORBIDDEN AS UNFAIR COMPETITION. COMPARE FIGS. 5 AND 6

You will find no deadwood lying around as a result of the ravage of any scheme from Elgin." They thereupon attempted to incorporate as the Elgin Jewelry Com-

I said. 'I had no idea that the Elgin National Watch Company manufactured jewelry.' He said: 'Yes; in fact, the president of the Elgin National Watch Company is president of the Elgin Jewelry Company and the Elgin Jewelry Company is under the same management as the Elgin Watch Company. In fact, you are doing business with the Elgin National Watch Company.' I said: 'If that is the case and everything is as you represent it, I will give you an order.' He said: 'Yes, here is a contract.' I thought it was queer. I said: 'I am dealing with the Elgin National Watch Company?' He said, 'Yes, most assuredly.' I said, 'Well, then I will take the goods.' I signed what he called the contract.

"The first conversation with McCarthy was on December 3, 1903. He told me, after mentioning his name, 'I represent the Elgin Jewelry Company and will give you a chance to buy goods such as you have never had before.' I said I did not want to

buy any goods. He said: 'Won't you buy goods when you can deal with such a concern as the Elgin National Watch Company?' I said: 'Yes, I would be glad to.' He showed the samples to me.

"Before I signed the contract, McCarthy told me: 'I want you to understand that the president is a very pleasant man and it will interest you very much to come and see.' Then he asked me: 'Have you ever been through the Elgin National Watch Company's plant?' I said 'No.' Then he said: 'I would invite you to come out to our plant and examine it, and I will introduce you to the president of the company, who is a very pleasant man, and you will have the finest reception you ever had in your life.' 'Would that be the president of the Elgin National Watch Company?' He said: 'Yes, the finest man you ever met.' I asked him that question specifically in these words: 'Would that be the president of the Elgin National Watch Company,' and he said 'Yes.'"

## COLLIN ARMSTRONG INCORPORATED

Advertising & Sales Service  
115 Broadway, New York

Our service includes every phase of sales promotion from the formulation and direction of policy and method to the preparation and insertion of advertisements.

Other witnesses testified that similar representations were made to them and that they purchased goods and signed contracts in the belief that they were dealing with the Elgin National Watch Company. In this way an entirely fictitious credit was obtained and large sales of cheap jewelry were made, all of which was made possible by the unfair use of the name "Elgin."

#### COURT ON ILLEGITIMATE RESIDENCE

The court found that defendants had not gone to Elgin in good faith, and, whatever might have been their rights if they had been acting bona fide, their location in Elgin was a sham for the purpose of taking advantage of the reputation of the Elgin National Watch Company, and directed an injunction against the use of the word "Elgin" in so far as the jewelry and watch trade of the defendants was concerned. The court, in the course of its opinion, stated:

"It is plain from complainant's proofs that the continued use of the word 'Elgin' by the defendants, as used by them, is liable to and will confuse buyers quite generally and lead many to believe that the jewelry sold and offered by defendants is that of complainant's manufacture, and that defendants are using this word as a part of their trade name to palm off upon the public their own jewelry as the product and manufacture of complainant, and that this will cease only when such use of said word ceases."

These cases are so essentially fact cases that it is difficult to make general statements that are accurate. If the court is convinced that defendant is in good faith using a place name and has a valid reason for using it, such as to truthfully indicate where he is doing business, the use of the name will be permitted, with such distinctions or explanations as will prevent deception. If, on the other hand, the defendant is not located in the town whose name he is using, or if it is clear that his location in the town is a sham devised for the purpose of steal-

ing a successful competitor's business, the courts do not shrink from imposing drastic restraint.

In one English case, where the complainant for over a century had conducted a brewery in a town called Stone, and his ales had acquired a reputation all over the United Kingdom under the name "Stone Ales," the defendant, who had formerly been a public-house keeper, went to Stone, started a brewery, and immediately began the sale of ale under the designation "Stone Ales." He gave as a reason for going to Stone, the excellent quality of the water and its adaptability to brewing. One of the members of the House of Lords, where the case was ultimately determined, who was a Scotchman, in commenting on this alleged reason for going to Stone, observed:

"He (the defendant) had to find a site for his business. Where was he to go? After much consideration, influenced, as he said, by the peculiar virtue of the water, he resolved to go to Stone. One thing leads to another. Having gone to Stone, he could think of no better name for his brewery than Stone Brewery. He could find no more fitting designation for his ales than Stone Ales. Then came these proceedings. It is not the first time in these cases that water has got an honest man into trouble and then failed him at the pinch."

And in justifying a total prohibition of the use of the word "Stone" and the futility of attempted distinctions, the same Judge remarked:

"It would have been impossible for him to have distinguished his ales from those of the plaintiff. Any attempt to distinguish the two, even if it were honestly meant, would have been perfectly idle. Thirsty folk want beer, not explanation. If they get the thing they want, or something like it, and get it under the old name, the name with which they are familiar, they are likely to be supremely indifferent to the character and conduct of the brewer and the equitable rights of rival traders."

# FACTS ABOUT KANSAS

There are 177,841 farms in Kansas.

In the last ten years, Kansas farms have more than *doubled* in value.

Kansas ranks fifth in the United States in the value of all farm property, and fourth in average value per farm.

She carries 260 million dollars' worth of live-stock on her farms, and is exceeded in this respect by only four states in the Union. In value of farm buildings, she is fourth. Her farmers own *four* times the wealth of her town and city folks. She has in twelve years raised 36 million bushels more wheat than any other state in the Union. She is seventh in corn, and as an oat state she ranks fifth among the Trans-Mississippi states. In the value of farm machinery owned, she is the ninth state in the Union.

## The Purchasing Power

of the farmer in Kansas is apparent from the above figures. They prove conclusively that no manufacturer seeking Kansas trade can afford to ignore the farm homes of this rich state which support two-thirds of the total population.

# The Kansas Farmer

is recognized by the best judges of advertising values, as being the first medium through which an advertiser can get in touch with this desirable trade. 60,000 progressive, practical and well to do farmers have paid in advance for their subscriptions to this publication. 52,000 of them reside on Kansas farms, the balance living in nearby states.

THE KANSAS FARMER reaches every post-office in the state with an average of forty subscribers to each post-office. All subscribers are guaranteed on a money-back basis in dealing with our advertising patrons and no misleading advertising which could in the slightest degree offend, is inserted.

We are here to furnish detailed concrete information to any advertiser desiring to enter this field. May we serve you?

## THE KANSAS FARMER TOPEKA, KANSAS

George W. Herbert, Inc.,  
Western Representatives,  
First National Bank Bldg.,  
Chicago, Ill.



Wallace C. Richardson, Inc.,  
Eastern Representatives,  
41 Park Row,  
New York.

Member of Standard Farm Paper Association.

## WALTHAM'S ARGUMENT FOR PRICE MAINTENANCE

WATCH COMPANY FILES A BRIEF IN SANATOGEN CASE BEFORE UNITED STATES SUPREME COURT—REVIEW OF ISSUES INVOLVED IN VARIOUS CASES

*Special Washington Correspondence.*

Evidently manufacturers are becoming pretty thoroughly alive to the significance of the question now before the Supreme Court of the United States in what is commonly known as the Sanatogen price-cutting case and in which the issue of price maintenance in its most vital form is sharply defined.

The Waltham Watch Company is the latest indirect participant, the Waltham Company having followed the example of the Gillette Safety Razor Company in filing, by leave of the Court, a brief in this case which means so much to all manufacturers who maintain fixed resale prices through the medium of their patents.

Perhaps the action of the Waltham Company has just a little added interest by reason of the recent decision adverse to this firm handed down by Mr. Justice Ray. As an introduction to the brief filed with the Supreme Court by Nathan Matthews, of Counsel for the Waltham Company, it is stated "There is now pending in the United States Court for the Southern District of New York, on appeal to the Circuit Court of Appeals, the case of Waltham Watch Company vs. Keene and there is pending in the United States District Court for the District of Massachusetts another case between the same parties in which a demurrer to the bill has been overruled, and an injunction issued against the defendant Keene by Mr. Justice Dodge. The cases present some of the issues raised by the certificate in the case at bar."

### VARIETY OF LEGAL ISSUES INVOLVED

The Waltham brief discusses, first of all, the variety of legal is-

ssues presented by price-restriction contracts and says on this subject: "The method of marketing goods known as the price-contract or price-restriction method is now applied to so many kinds of business and in so many different ways that the litigation on the subject raises questions of law which are seldom the same in any two cases.

"At the present time there are probably twenty-five or more such cases pending in the courts of the United States.

"Although the case now before this court appears to involve a simple and general question it is quite conceivable that a decision of it, one way or the other, would not necessarily involve the fate of any considerable number of the other suits.

"The parties to these other cases may, therefore, be permitted to deprecate a decision of the case at bar which is placed upon any ground not absolutely necessary to the decision; for this might amount to a prejudgment of the rights of the parties to the other suits without their having had their day in court.

"Without attempting to indicate the innumerable forms in which the price-restriction system appears in actual business, we may call attention to three questions, one or two of which, but not necessarily all three, are probably common to most of the suits now pending.

"(1) Is the original contract between the manufacturer of patented articles and the vendee, including its conditions as to resale, good as between them?

"(2) Is it actionable for a third party having notice of the terms of the original contract to induce one of them, the purchaser, to violate its terms by selling goods at less than the stipulated price?

"(3) Are conditions limiting the sale price of goods binding on third parties into whose possession the goods have come with notice; that is, do the conditions follow the goods?

"If the first question is to be answered in the negative we assume that a similar answer must be

given to both the others; and if the first question is to be answered in the affirmative, on the ground that the original contract, including its conditions, is good as between the parties to it, an affirmative answer must be given to the second question, but not, necessarily, to the third.

"The court may hold that although such conditions cannot be made to follow the goods into the hands of parties who acquire them with notice the conditions themselves, not being *per se* unlawful, are binding upon the original vendee by reason of the contract into which he had voluntarily entered.

"The questions involved in (1) and (2) being, according to our contention at least, entirely distinct from the question involved in (3) should not be decided by the court in a case which presents the third question, unless the decision of the other two is necessary to a decision of that."

#### PRECISE ISSUES BEFORE COURT

The Waltham Company then proceeds to argue at some length

that the question whether price restrictions are binding upon the original purchaser by virtue of the terms of an express contract between him and the patentee is not necessarily before the Supreme Court in the case at bar. It then goes on to point out that the case of the Waltham Company vs. Keene now pending in the Massachusetts court raises the question not whether a price restriction on patented articles can be so drawn as to follow the goods into the hands of every purchaser with notice but "merely whether such a condition is binding upon the original vendee when made a part of an express contract between him and the patentee."

Continuing it is declared: "The Waltham Watch Company submits that whether or not the price restriction is binding upon third parties there is nothing *per se* unlawful in the manufacturer of patented articles selling them upon condition that the purchaser from him shall resell only at a stipulated price; that if the purchaser agrees to these terms, he is bound

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to re-inforce your regular display



631 South Sixth Street, ST. LOUIS

4th City

The Home of Good Service

# As the Crow Flies

The quickest route

a  
straight  
line

The quickest way to reach  
Poster Advertising is only  
on the consciousness and  
appearance. Use Poster

## POSTER ADVERTISING

1620 STEGER BUILDING

OFFICIAL REPRESENTATIVE

Associated Billposters' Protective Co.....	147 Fourth Ave., New York City
N. W. Ayer & Son.....	300-308 Chestnut St., Philadelphia, Pa.
Geo. Batten Co.....	Fourth Ave. Bldg., Fourth Ave. and 27th St., New York City
A. M. Briggs Co.....	816 Hippodrome Bldg., Cleveland, Ohio.
Geo. L. Dyer.....	42 Broadway, New York City
Mahin Advertising Co.....	Monroe Bldg., Chicago, Ill.
Massengale Advertising Agency.....	Atlanta, Ga.

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# Flies

st route is

between  
two  
points

to reach people is to go where they are.  
is omnipresent and obvious. *It gets in*  
and carries its credentials in its splendid  
Posters this year. Estimates free.

## ISING ASSOCIATION

- - - CHICAGO

### REPRESENTATIVES

Ivan B. Nordhem Co.....	Bessemer Bldg., Pittsburgh, Pa.
Pacific Poster Adv. Service.....	742 Market St., San Francisco, Calif.
Poster Selling Co.....	1510 Fullerton Bldg., St. Louis, Missouri
The Crockett Agency.....	Maison Blanche Bldg., New Orleans, La.
Geo. Enos Throop, Inc.....	1516 Tribune Bldg., Chicago, Illinois
Henry P. Wall.....	101 Tremont St., Boston, Mass., and 5th Ave. Bldg., New York City

to them by the ordinary principles of contract law; and that a breach upon his part may be made the subject either of a suit at law by the manufacturer, or, in an appropriate case, of a bill of equity.

"There may be many reasons entirely consistent with the public welfare, and in no way contemplating restraints of trade or competition why the manufacturer of a patented article should wish to control the price at which those who enter into contractual relations with him shall sell; and that such contracts are not obnoxious to public policy or to the terms of the Sherman act, or otherwise illegal, is, we believe, the settled doctrine of this court."

The Waltham Company in its brief takes occasion to "express a strong dissent" from one line of argument presented by Mr. Prindle in his brief filed in this same case on behalf of the manufacturers of Sanatogen. Mr. Prindle drew distinctions between the Sanatogen case and the Waltham case recently decided by Mr. Justice Ray. The Waltham Company in its present brief declares that upon the point under discussion there is no distinction between the two cases. Then the Waltham brief adds:

"A final decision should be reached upon the merits of this important question regardless of minor divergences in the form of the contract, or of the nature of the business transacted. The Waltham Watch Company earnestly trusts that the court, insofar as this question goes, will render a decision one way or the other which will settle the question for good."

In its summary the Waltham Company "respectfully represents that price restrictions on patented articles follow the goods and that the case at bar should therefore be decided for the plaintiff." But then it goes on to urge that the court either treat the case of the Waltham Watch Company vs. Keene as indistinguishable, and so state, or else "should not determine the question in advance of the argument in that case which

is quite certain to be before this court before long."

Furthermore the Waltham Company suggests that if the court holds that price restrictions on patented goods do not follow the goods "it is not necessary to hold that such restrictions are not a valid part of the original contract between patentee and vendee and binding on the latter though on him alone."

In conclusion we have the plea "That this last question should be treated by the court as either already settled in favor of the validity of such contracts as between the parties thereto or else should be left undetermined in the case at bar to be settled when the case of the Waltham Company vs. Keene now pending in the district of Massachusetts or some other case involving the same point shall come before the court."

The latest contribution to the official literature of this much-discussed case is found in a brief filed (by leave of the Supreme Court) by Horace Pettit of counsel for the Victor Talking Machine Company.

On behalf of the Victor Company it is argued "that the question involved in this case is not a complicated one, but easy of solution in view of the decisions of the court in the cases of *Bobbs-Merrill Company v. Straus* and *Henry v. Dick*."

It is then recited that "The answer of this honorable court to the question certified will apply equally to the sale of all patented goods, machines, manufactures, and in fact to all patented specialties, as well as compositions of matter, and a decision adverse to the proposition thought to be so thoroughly established, would have a far-reaching and disastrous effect to trade in patented goods. This is especially true today when large industries have been built up in the manufacture of patented specialties having selling systems founded upon the doctrine laid down in a long line of decisions of the United States Circuit Courts and Circuit Courts of Appeal."

The Victor brief takes up at

some length the main difference between the copyright and patent acts, as applied to the present case and argues that the right to control the price of a patented article emanates from the statutory right to control the use.

In conclusion the case is stated for the Victor Company as follows: "The patentee reserves the right to the use of the article in himself, except so far as he grants out the right to use, so that unauthorized use is a clear infringement. It is a reasonable right in that among other things, the patentee reserves the right to treat the entire purchasing public alike in promoting the introduction of his patented article."

#### OPERATION OF TRADE-NAME BUREAU

MONTAUK PAINT MFG. CO.  
BROOKLYN, N. Y., Mar. 15, 1913.  
*Editor of PRINTERS' INK:*

The writer has read with much interest the article in *PRINTERS' INK* of March 6th, page 89, entitled "To Relieve Manufacturers of Trade-Mark Formalities."

The National Paint, Oil and Varnish Association has been operating a Trade-

Name Bureau since 1905 and at present this is very ably conducted by Frank F. Cheesman, secretary, National Paint, Oil and Varnish Association, 100 William street, New York.

A very complete and interesting report on the work of the Bureau was made at the 1912 convention held in New York, and this report is printed in full in the 1913 Year Book of the Association.

A book containing detailed printed list of all trade-names registered by the Bureau is published from time to time and issued to members.

The writer agrees with your correspondent that it would be a good thing for various trade organizations to conduct a bureau of this kind; because, after all, a manufacturer in adopting a trade-name, or mark, is mainly interested to know whether or not the same name or mark, or something like it, has been previously adopted by some other concern in his particular line of business.

We have always been keenly interested in the articles you publish from time to time on trade-mark questions and feel that the information contained herein, with reference to the Trade-Name Bureau of the National Paint, Oil and Varnish Association will be of interest and value to you.

No doubt Mr. Cheesman will be glad to give you further information on the subject which would be of benefit to other trade organizations intending to adopt a Trade-Mark Bureau.

FRANK E. CORNELL,  
Secretary and Treasurer.

There are

# Ten Million People

Who See Posters Every Day in  
Chicago and its Tributaries  
Controlled by the

## American Posting Service

B. W. Robbins, President  
CHICAGO

## MAKING BUYERS OUT OF "LOST" INQUIRERS

SPECIAL FOLLOW-UP PLANS THAT HAVE RAISED THE PERCENTAGE OF SALES—ILLUSTRATED LETTERS OF "PERSONAL" APPEAL—HOW SALESMEN OF ONE CONCERN REVIVED THEIR LOST RESPECT FOR "PROSPECTS" PROVIDED THEM

*By J. C. Asplet.*

The advertising manager of a Chicago concern manufacturing a widely advertised office specialty was not satisfied with the results he was getting from the follow-up matter he was sending inquiries. Magazine and trade paper coupons were coming back in fine shape, but he felt sure that the percentage of these inquiries that were being turned into sales was far too small.

The opinion of several disinterested outsiders strengthened his own belief that the conglomeration of letters, circulars and booklets he was using was of too general a nature, and that the letters in particular were carrying too big a load—each letter in the series trying to make a sale in itself.

After giving the matter a great deal of careful thought, he decided to try out a series of four-page illustrated letters. Selecting the ten strongest selling points the proposition offered, he worked each point up on the inside double spread of one letterhead. The copy was very brief—almost the "read-while-you-run" type—and the illustration bringing the selling point out just as strong as the best artists in the city could do it. The letterheads were done on an offset press in three colors, and were very attractive. This gave him a series of ten different letterheads, each of which brought out and drove home one point about the system advertised. The uniqueness of the copy and individuality of the illustration being depended upon to connect the series in the prospect's mind.

LISTS CLASSIFIED ACCORDING TO  
VOCATIONS

The list of prospects was then

divided into fifteen vocational classifications—banks, retailers, brewers, laundries, etc. A special follow-up, consisting of the letterheads embodying selling points applying to each vocation, was then prepared for the different classifications. A rubber stamp was then made up, showing the classification and the letterheads that were to be used in following up inquiries from concerns in that line of business. When an inquiry came in, a folder was made out for it, and the proper stamp was used for indicating on the inside the classification and the special letterheads. These inquiries were followed up by semi-dictated letters on the first or "letterhead" page, and each letter was written on a different letterhead, according to the rubber stamp on inside of folder, the stenographer checking off each letterhead after she wrote the letter.

To get away from the objectionable form features of most follow-up letters, the opening and closing paragraphs were dictated, and the balance of the letter made up of form paragraphs. This gave a personal ring to the letter that made the prospect feel that the courtesy of a reply was required, and as each letter was centered around his need for the system being sold, they hit the man "where he lived." As may be imagined, the series was a big success.

Another instance of where a follow-up problem was solved successfully was a Cleveland concern that had run up against a snag in getting salesmen properly to follow up inquiries sent to them by the home office. The nature of the appliance sold was such that it brought a large number of worthless inquiries—persons writing in for information with no intention of buying whatever. When one of these inquiries was forwarded to a salesman, it meant that he lost anywhere from an hour to half a day on a wild goose chase. The condition had existed for some time, until the salesmen began to look on advertising inquiries as jokes, and, as they were working on commission,

THERE'S nothing wonderful about good advertising agency service; for that reason it isn't very common.

The common thing among advertising men and things is the frantic search for the wonderful, the sensational, the novel, the noisy. Isn't this so? Isn't it also true of getting up any other kind of circus?

The service that we have rendered our clients for many years has seemed so much a part of their own ideas about their businesses that the advertising never received any very loud applause as advertising, but was generally referred to as the "policy of the house."

It's significant that our interpretation of clients' spirit as shown in his advertising copy has always made people believe in him; give him their money and keep on giving it to him.

Of course we have to be sure of the spirit before we serve it. We would be glad to talk the matter over with any advertiser who feels that his own ideas about his goods and business are worth interpretation into the language of the public.

**Williams & Cunnyingham**

1714 Mallers Building

Chicago

they would concentrate on their own leads instead.

#### HOW INQUIRIES WERE "GRADED"

Things grew steadily worse. Something had to be done or the advertising department must confess its uselessness. A system for grading inquiries was devised that has since proven very successful. When the inquiry comes in, it is given a grading according to its sales value. This value is determined by the inquirer's rating in Dun's, the tone of letter, appearance of letterhead and, above all, by the probability the prospect had for using the appliance profitably.

Inquiries from concerns rated "E" or better, having a good possible application for the machine, were sent out immediately to the branches for personal calls. Inquiries from concerns falling below that rating or having a questionable application were put on the home office follow-up list and worked every ten days by mail. Questionable inquiries which looked as though they were from curiosity seekers were given three trials and then dropped. When any of the prospects being worked by mail showed signs of life, they were given an "A" grade and forwarded to the salesman to work personally.

The grading of the inquiries in this way—by separating the grain from the chaff, as it were—revived the salesmen's appreciation for the advertising department's co-operation and increased the sales of the company noticeably. The plan gave the salesmen a lot of good leads and enabled them to concentrate on them until they were sold, instead of dividing their efforts among a large number of worthless leads.

#### SAVING THE BUSINESS THAT HAS GOTTEN AWAY

One of the large Chicago packers lost considerable business from correspondents in their fertilizer department by neglecting systematically to follow up agency inquiries. Under the plan then in operation each correspondent would go to the files each morning and select such folders as he

intended to follow up that day. He trusted entirely to memory and memorandums as to whom he should write. To overcome this trouble of "forgetting to write so-and-so," the manager of the department devised a system that is good for any man who has a number of prospects to follow up for business, where the correspondence is filed in individual folders.

He purchased a supply of metal signal tabs—the kind that clip on—from a local stationer. These tabs are numbered from one to thirty-one. A different color series of tabs was used for each correspondent, and about a gross of each number.

When the folder was returned to the file after the prospect was followed up, the file clerk simply stuck one of these tabs, bearing a number ten days ahead of that day of the month, on the high side of the folder. Every morning she went through the files and picked out all folders tabbed with signals bearing that day of the month. The folders were then sorted by the correspondent and laid on the desk for dictating.

This same concern also worked out an effective system for enabling correspondents to give some convincing reasons why the prospect should accept the agency for its fertilizer. A complete record was kept of the gross sales of different agents all over the country—and there were over ten thousand of them—and the annual sales of each agent represented by a numbered tack in a special map. So when a man wrote in for the agency at Grand Rapids, Mich., in the first follow-up he would get a glowing tale of the big money the agents at Kalamazoo, Battle Creek, Lansing and other nearby points were making.

A well-known piano manufacturer was beginning an extensive campaign for new agents. He was working a list of over five thousand names with a series of well-written form letters, all on the regular lithographed letterhead used by all departments of the concern. The first letter brought

fair returns, the second letter was very disappointing, and the third brought back exactly three answers. A local advertising man was called in to diagnose the case and advised a change in letter-heads, on the theory that a dealer remembered the whole proposition as outlined in the last letter by the letterhead, and as soon as he recognized it it brought back memories of why he had not answered the last letter, and as he was still of the same opinion, the letter would take the line of least resistance to the waste basket.

#### USE OF SPECIAL LETTER-HEADS

Although the piano manufacturer—or rather his advertising man—thought the argument rather far-fetched, he decided to risk a few dollars on a test, and sent out a neatly embossed note—four pages of wedding invitation style—over the president's signature, using the president's name for the corner card. The purpose of the stratagem was to make Mr. Dealer read through the note to find out who the gentleman who wrote the letter was and what he wanted. Results were excellent.

Another letter was prepared, using an illustrated letterhead with nothing on it in any way to connect it with the concern. The design brought out one of the strongest selling points the piano had, and the copy did not reveal the identity of the writer till the reader came to the signature. This letter pulled, although not as well as the first. Another letter, talking advertising co-operation, went out on a special letterhead, entitled "Dealer's Advertising Service Department," and proved to be the best puller in the whole series.

These incidents illustrate what one can do if he will only put in the time and thought necessary to devise time-saving methods for handling his follow-up. Hard follow-up problems need special remedies, directed at the special fault that exists. Good advertising common sense and a willingness to experiment to a reasonable extent will usually show a way out.

# The Syracuse Post Standard

The Leader  
in the Syracuse Field

Largest Total Circulation

Largest Local Circulation

Largest Volume of  
Advertising

Over 48,000  
net paid daily

*Lane Berner* Inc.

Managers Foreign Advertising

Chicago NEW YORK Boston

## HOW TO GET UNCLE SAM TO INDOSE YOUR GOODS

VARIOUS DEVICES ADVERTISERS HAVE  
USED TO CIRCUMVENT OFFICIAL  
OBJECTIONS—HOW NOT TO DO IT—  
GETTING A TESTIMONIAL FROM  
THE WHITE HOUSE A DIFFICULT  
FEAT

*By Waldon Fawcett.*

The average manufacturer is keen to have Uncle Sam indorse his product.

An ever-increasing mass of evidence in the Federal offices at the national capital attests this and indicates that the growth in the desire for such Governmental sanction is even out of proportion to other quests for the influence of the "satisfied customer."

The common object, of course, in this field of endeavor is to secure Governmental praise for the sake of the advertising prestige it confers, but the correspondence that reaches the various Federal offices from manufacturers and advertisers indicates that there is no unanimity of ambition as to the use of such "ammunition." Some interests are desirous of openly making use of Governmental indorsement in their general display advertising. Others desire to use it quietly as a selling point only in connection with personal solicitation of orders or correspondence with a select list. And a third contingent seeks this form of Governmental backing not for the straight advertising copy it will inspire, but in the expectation that it will beget desirable free publicity in newspapers and other periodicals through the news element or popular interest involved.

But whereas it must be admitted that most manufacturers and advertisers have a very clear idea of what they want from the Government—namely, a testimonial from Uncle Sam, couched in the strongest possible terms—it is equally manifest that a large proportion of the firms and individuals concerned have a very hazy idea of what can actually be ob-

tained. In some cases this amounts to a totally erroneous impression that is pretty certain to spell disappointment sooner or later.

### THE LIMITATIONS

What is being accomplished every day in this direction proves that the Federal Government and our national institutions can be made to yield advertising prestige of very tangible value to the advertiser who knows the ropes. But time, labor, expense and nerve tissue will all be saved if the manufacturer, new to this form of exploitation, will take heed of the limitations and get a clear idea at the outset as to just what can and what cannot be done.

First of all, it may be set down as an invariable rule that Uncle Sam never gives a testimonial. That is, no executive department or independent institution under the Government ever sends to a manufacturer one of those welcome letters expressing satisfaction with a product furnished and giving assurance that it would be a pleasure to recommend the goods to other consumers.

Such a testimonial need not even be sought, either, from any Government officer in his official capacity, for it is against the rules to give such tributes. To be sure, you will find now and then a Government official writing a testimonial on official stationery. A Buffalo medical house is just now sending broadcast such a facsimile letter furnished by an official of the Treasury Department and embodying his permission for its publication. But such a letter is merely the indorsement by the individual in his private capacity. And there are some members of the Cabinet who would emphatically "call down" a subordinate who went even so far as this in expressing his personal satisfaction.

But whereas a Federal testimonial for the advertiser is virtually out of the question, it is possible to secure Federal indorsement, and so to capitalize it that it is fully as effective from an advertising standpoint as would be the

## What Makes Quality Circulation?

What is the best indication of a publication's value to *you* and your *business*?

It isn't subscription price, nor typographical appearance, nor age, nor method of circulation. These things are important, but the thing you most want to know is—the *paper's hold upon its readers.*

Does it grip them?

That's the big question.

A paper's pulling power for *you*, depends upon *its* pull upon the men and women who read it.

And that's the secret, the explanation, the reason why of the

## Missouri Valley Farmer

**"A sleeves-rolled-up paper"**

which has reader-hold. It isn't a picture paper; it isn't a magazine; it isn't "the only" farm paper—but in more than 350,000 farm homes in the Corn-Belt, it is regarded as an every-day help in all the duties of farm life and farm work. Its subscription price is only 25 cents a year—but it sells motor cars and farm tractors and pianos and good wearing apparel and everything else that the progressive farmer and his family use. It sells goods because its readers *believe* in it—because they have found it of practical every day help to them. Here is a sample of what its readers say about it when renewing their subscriptions:

"I am an old subscriber to Valley Farmer, and I also take six other farm papers. I think Valley Farmer is doing as much if not more good than any other farm paper I ever read, especially in educating the farmers to better methods of farming. No paper can do a better work than educating the people that feed the world.

J. P. DAVIS."

Everett, Ohio.

"I have never written to you before except to send in my subscription, but I want to say I am proud of Valley Farmer, for it is one of the very best of farm papers. It is entirely satisfactory to me, so keep it coming as it is.

A. A. ROBERTS."

Gillham, Ark.

"We are all Valley Farmers down here and we like the paper fine. I don't know just how long I have been taking the paper, but I don't want to miss a copy. I could get along better without my coffee than without the paper.

W. E. CONDRAY."

Ellsinore, Mo.

It is this hold upon its readers which makes "Quality Circulation."

If you know the farmer, a careful study of the pages of Missouri Valley Farmer will convince you of its pull with its readers—and that's what you're looking for.

Circulation in excess of 350,000. Advertising rate \$1.50 per agate line.

**Topeka, Kansas**

*Arthur Capper*

**MARCO MORROW, Director of Advertising.**

New York Office.....W. T. Laing, 1306 Flatiron Bldg.  
Chicago Office.....J. C. Feeley, 1800 Mallers Bldg.  
Kansas City Office.....T. D. Costello, 1512 Waldheim Bldg.  
St. Louis Office.....Albert L. Bell, 522 Chemical Bldg.  
Omaha Office .....J. T. Dunlap, 334 Chamber of Commerce Bldg.

# *The* **LOS ANGELES** **TIMES**

serves the largest number of advertisers, also more large advertisers, than any other newspaper on the Pacific Coast.

Each copy of The Times is a selling force, and its world-wide advertising supremacy is due to the fact that its advertising space lessens the cost of distribution to manufacturers, merchants and tradesmen, and is profitable to all classes of business men.

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Average every day circulation,  
first three months of 1913 . . 67,856 copies

Average every day circulation,  
first three months of 1912 . . 59,184 copies

Gain . . . . . 8,672 copies

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**Printed more display and classified advertising in 1912 than any other newspaper in the world**

#### FOREIGN REPRESENTATIVES:

Williams, Lawrence & Cresmer Company	New York, Chicago
R. J. Bidwell Company	San Francisco, California

conventional letter of praise. Federal indorsement is found in the use of a manufactured product by the Government or by any of its branches. Obviously the continued use of a given model or brand of goods in Government institutions may be accepted as just as eloquent evidence of the satisfactory quality of the goods as would a letter that announced the fact in so many words. And the advertisement-reading public has manifested a willingness to construe the two as synonymous.

#### ONE PASSIVE FORM OF INDORSEMENT

However, there are a few "tips" that may be borne in mind, even in making use of this passive form of Federal indorsement—a form of approval that, it would seem, could be had by anybody for the asking. That is just the point, though. Adepts say that it is usually a mistake for a manufacturer to ask permission to blazon the fact that his goods are in use by the Government. If an advertiser, having the conditions to warrant it, goes ahead and makes such proclamation, there is not one case in a hundred where any objection will be made; but if he asks permission in advance, some over-cautious official who handles the inquiry is liable to deny the request. Or, if permission is not actually refused, the official may take it upon himself to "advise" the manufacturer not to do as he wishes, and this, of course, places the manufacturer in rather an awkward position, if he is furnishing and wants to continue to furnish goods to the office or bureau where this particular official holds sway.

#### SOME PITFALLS

That there are, moreover, hidden pitfalls into which an advertiser may fall through no fault of his own is evidenced by a recent incident. A few months ago the President's Commission on Economy and Efficiency made an elaborate test of a standard article of office equipment. There are only two firms in the United States engaged in the manufacture of this line, and the prod-

ucts of both houses, in equal number, were put under test in the Governmental offices. When the commission published the results of the test, no mention was made of the makes of goods represented and, indeed, in a sense the results from both types of apparatus were lumped.

An office-equipment journal published in Chicago republished almost verbatim the commission's report, but the editor of this trade journal, desiring to boost the interests of one of the two manufacturers, took it upon himself to insert, in parentheses, at various points in the reprint of the official report the name of the product of the favored manufacturer instead of the common name applicable to all apparatus of this class. This was done, it is said, without the consent or knowledge of the advertiser, who was, indeed, completely mystified when the secretary of the commission sharply called him to account. But so wrought up were the officials of the commission over this incident that they would not accept the advertiser's protestations of innocence. His product was banished from the offices of the commission and he has never been able to have it installed again.

But that the Government is, on the other hand, usually very lenient in permitting announcement of its inferential indorsement could not be better proved than by the fact that within the past few years many of the leading magazines have carried an advertisement in which a well-known firm in the electrical field has announced that it supplies the motors used to manipulate the heavy guns of our coast defenses. To appreciate the significance of this it must be borne in mind that extreme secrecy is supposed to be preserved regarding everything appertaining to our coast defenses. As a matter of fact, however, no Governmental fields have been made to yield more useful publicity for manufacturers than have the army and navy. It is not merely that trade journal advertising has played up the fact that this and that manufacturer furnished ma-

chinery, etc., for the battleships. The advertised food products and confectionery furnished to our sailors and soldiers, and even the cooking utensils supplied for their use, have been duly exploited.

And just consider the large advertising reward drawn by the manufacturers of the Autopiano as a result of their success in placing a number of these instruments on our leading warships!

The manufacturers who are in the best position to cash in on the advertising derived from the fulfilment of Government contracts are those who specially manufacture, and mayhap specially design, articles for Governmental consumption. Consider, for example, the publicity derived by the Bucyrus Steam Shovel Company because of its contract for furnishing steam shovels for the Panama Canal. The White Company evolved a special model of an automobile ambulance for the United States Army, and later made this car the subject of an advertising booklet that should have secured repeat orders from hospitals and other private sources. The York Safe & Lock Company was enabled a few years ago to carry out an effective advertising campaign in the banking field on the strength of a unique vault it furnished to the United States Treasury; and the Addressograph Company and other manufacturers of mailing machines have emphasized in their advertising that they have installations in the Federal mailing rooms.

#### CENSUS BUREAU AS A HELP

The United States Census Bureau, which is charged with the responsibility of enumerating our population, has been a prolific source of advertising prestige, by reason of the circumstance that many manufacturers have supplied special equipment to this institution. Thus such firms as the Burroughs Adding Machine Company, the Underwood and Elliott-Fisher Typewriter companies have, in effect, been favored with a premium of publicity for their energy in putting on the market

special models. There was something the same sequel when the Potter Press Company recently built the "fastest press in the world" for Uncle Sam.

Governmental tests and Governmental rescue work have virtually created a commercial market for "oxygen helmets," such as are coming into use in mines, in fire fighting practice, etc. The Eastman Kodak Company has gained some advertising through the preparation of special cameras and photo supplies for the Government. When the Underwood Typewriter Company devised a rust-proof typewriter for use on cruising warships it not only won some worth-while publicity, but also created a new market, of which it has a virtual monopoly.

In recent years it has been customary to ask all bidders on Government contracts to submit samples of the manufactured goods proffered, these samples being subjected to severe test. This demand for samples has occasioned more or less bother to some manufacturers, but it has this compensation, that it enables a successful bidder to advertise to the trade in general that his goods are up to Government standards and have met all the Government tests. Although Uncle Sam does not give testimonials, it is customary in many instances for the Government to stipulate in its printed specifications that a certain "make" of goods shall be supplied. Such specification has a certain advertising value, as it is equivalent to an acknowledgment of the standard quality of the article thus designated.

#### GETTING THE PRESIDENTIAL INDORSEMENT

Although all manner of Governmental indorsements are in demand by shrewd advertisers, there is no question but what the acme of desire is seen in the efforts to win Presidential indorsement—to turn to advertising account the fame of the White House. In this connection it may be sad news for some advertisers that President Wilson has made an iron-clad rule not to accept

# Evening Sun Leads in Gains

The New York Evening Sun gained more lines of advertising during the month of March, 1913, than any other New York evening newspaper.

Following records compiled by the Evening Post:

**Evening Sun 68749 Gain**

**Evening Journal 57594 Gain**

**Evening World 46545 Gain**

**Evening Post 25353 Gain**

**Evening Telegram 14733 Gain**

**Evening Mail 4725 Loss**

**Evening Globe 34167 Loss**

The Evening Sun now has a larger circulation than at any time in its history—greatly exceeding one hundred thousand copies.

# WE HAD AN IDEA

that live accurate news, and a rigid censorship of our advertising columns would make the States, **the** newspaper of the South.

We were right; this idea is taking form, our circulation increase shows it.

It is constant and irresistible.

We feel that we are now offering to advertisers the greatest business getting opportunity ever presented by a newspaper in the South.

---

## OUR BULLETIN

### NET AVERAGE CIRCULATION

#### FEBRUARY

DAILY	SUNDAY
<b>31,020</b>	<b>32,853</b>

#### MARCH

<b>33,199</b>	<b>34,993</b>
---------------	---------------

Doesn't that gain—for only one month—convince you of the increasing popularity of the States?

---

## The New Orleans DAILY STATES

604-606 CANAL STREET

NEW ORLEANS, LA.

THE S. C. BECKWITH SPECIAL AGENCY

*Foreign Representatives*

NEW YORK

CHICAGO

ST. LOUIS

presents from firms or individuals, for, of all the favored methods of seeking advertising prestige from the executive mansion, the most popular one has been that of presenting the President or some member of his family with an advertised article, in the hope that the recipient will be sufficiently well pleased to give some expression of satisfaction, or at least will allow the public to know that he uses or possesses the article in question.

There has long been a rule at the White House that the President will not receive gifts, especially valuable gifts, from strangers, but it has not always been so rigidly kept as under the Wilson régime. So careful, however, have the White House authorities usually been to prevent exploitation of Presidential patronage that not only have we no counterpart of the "purveyors to royalty" abroad, but during some administrations there has even been enforced a rule that ordered goods must be delivered to the White House in plain, unlettered boxes, devoid of advertising matter of any description. However, there can be cited a number of instances in which diplomatic manufacturers have, by dignified methods, managed to extract no end of publicity from a sale or gift to the White House.

Musical instruments supplied to the White House by Steinway & Sons, the Baldwin Piano Company and the Victor Talking Machine Company have proved excellent advertisements for these respective firms, not only at the time they were installed, but continuously ever since. The Studebakers exploited by means of a most artistic booklet the carriages they supplied to the White House during the Roosevelt administration. More recently the manufacturers of the Pierce-Arrow, the White and the Baker electric automobiles have not neglected any opportunity to let the public know of the use of their vehicles by the occupants of the Presidential mansion. Book publishers can sometimes turn an author's incumbency of the Presidential office to excel-

lent account from an advertising standpoint. This was conspicuously true in the case of President Roosevelt, who had a long list of books on sale when he went into the White House, and it bids fair to be the case with President Woodrow Wilson.

Quite apart from the advertising possibilities of a President of the United States, when he can be represented in the role of a satisfied ultimate consumer, there is another publicity scheme which is, in many cases, just as effective as that first mentioned. This is found not in the winning of White House indorsement, but in the adoption of the name "White House" or "President" as a trade term or other advertising asset. The possibilities are illustrated in the case of White House Coffee, White House Shoes and President Suspenders. To reap benefit by this expedient it is not necessary that the article bearing the name "White House" shall have ever been used at the Presidential mansion, although I believe that the Brown Shoe Company did make a special pair of White House shoes for President Taft, and I think President Roosevelt received several pairs of President suspenders, although I believe he returned them, as he did so many gifts.

But of the advertising possibilities opened up by the mere words "White House" there can be no doubt. Probably there are few advertising booklets which have been preserved more carefully by the majority of recipients than "The Story of the White House," issued by the Dwinell-Wright Company, and "The White House History," in four small, paper-covered volumes, published by the Brown Shoe Company.

#### DISCONTINUES COLOR COMICS

The use of color comic pages in the Sunday Philadelphia *Public Ledger* has been discontinued. In its issue of Saturday, April 12, the paper says: "It was concluded that the subject matter and treatment of the comic illustrated serials exercise a mischievous influence on boys and girls and have demoralizing tendencies." The *Public Ledger* states that it intends to eliminate journalistic "vaudeville." This paper was recently purchased by Cyrus H. K. Curtis.

## PRINTERS' INK STATUTE NORTH DAKOTA LAW

BILL INTRODUCED BY REPRESENTATIVE  
LEWIS IN HOUSE AND WAS SIGNED  
BY GOVERNOR S. B. HANNA MARCH  
11—SUPPORTED BY NEWSPAPERS OF  
STATE

North Dakota now has an act to prohibit false and misleading advertising on its statute books. House Bill 283, substantially the PRINTERS' INK Model Statute, from which it differs only in the addition of a few words, passed the Legislative Assembly without serious opposition and was signed by Governor L. B. Hanna March 11. It was introduced by Representative Lewis of Cass County.

The act is as follows:

BE IT ENACTED by the *Legislative Assembly of the State of North Dakota*:

Section 1. Any person, firm, corporation or association who, with intent to sell or in any wise dispose of foods, drugs, medicines, merchandise, securities, service, paints, varnishes, oils, clothing, wearing apparel, machinery, or anything offered by such person, firm, corporation, or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof or to induce the public in any manner to enter into any obligation relating thereto or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates or places before the public, or causes directly or indirectly, to be made, published, disseminated, circulated or placed before the public, in this state, in a newspaper or other publication or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, tag, label or letter, or in any other way, an advertisement of any sort regarding foods, drugs, medicines, patent and proprietary products, merchandise, securities, service, medical treatment, paints, varnishes, oils, clothing, wearing apparel, machinery, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive, or misleading, shall be guilty of a misdemeanor.

Section 2. It shall be the duty of the state's attorneys, sheriffs, police officers, health officers and the food commissioners to enforce the provisions of this statute, and for the purpose thereof they shall have ingress and egress to all places of business where it is believed that violations of this statute, as hereinbefore defined, are being made. Grand juries and state's attorneys shall have full inquisitorial powers over offenses committed under this act, and state's attorneys shall make investigations and prosecutions when proper evidence is furnished to them.

Section 3. Any person, firm, corporation or association violating the provisions of this statute, or who aids another to violate the same, shall be guilty of a misdemeanor, and on conviction shall be fined not less than ten dollars (\$10.00) nor more than one hundred dollars (\$100) for the first offense and for each subsequent offense shall be fined not less than one hundred dollars (\$100), or sixty (60) days in jail, or both, at the discretion of the court.

Section 1 of the Act adds to the PRINTERS' INK Model Statute a dozen words. In the first half dozen lines, the words "foods, drugs, medicines, paints, varnishes, oils, clothing, wearing apparel, and machinery" are additions to the PRINTERS' INK Statute. Midway down the same section the words "tag, label," are insertions. And so likewise in the last dozen lines the words, "foods, drugs, medicines, patent or proprietary products." These add nothing to the sense or legality of the Act, but may assist in making it clearer to the man in the street.

The only phrase which is ambiguous is that which reads "or who aids another to violate the same." This may react upon the publisher.

S. C. Barnet, advertising manager of the *Bismarck Tribune*, took a lively interest in the Lewis measure and not only worked for it in committee but supported it in his paper and persuaded other papers to do the same.

The *Bismarck Tribune* carried this editorial reference:

One of the most stringent bills that was passed by the last session of the legislature was H. B. 283, introduced by Lewis of Cass County. The bill is intended to prohibit false and misleading advertising of all kinds and provides that where a state's attorney, police officer, food commissioner, health officer or sheriff shall enforce the provisions of this act, these officers are given the power to make examinations where they suspect the law is being violated and the law is so strict that it can be interpreted to mean that if a merchant advertises goods for sale "below cost" an examination of the books may be made to ascertain whether or not as a matter of fact the goods are being sold as advertised.

The law applies to about everything that can be sold. All wool goods will have to be as advertised, patent medicines will have to do all claimed for them, stock must be up to the standard advertised and, taken all in all, if the law is enforced the purchaser can rest assured that he is getting just about what the seller has advertised he will get.

25 x 38—50

or

25 x 38—30

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If you can use 40% less weight and still retain all the opacity and printing qualities of the heavier paper are you interested? Our opacity papers are the wonder of American Paper Making—specimens will prove it. Write our Service Department for printed samples of any kind of work on these papers and they will send them. We want your specifications and want to help you with free dummies on any kind of printing paper.

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**Birmingham & Seaman Co.**

Tribune Building - 14th Floor - Chicago

# IN FORT WORTH (TEXAS) IT'S THE STAR-TELEGRAM

**Now 30,000 Daily**

**"Paid" Circulation vs.  
"Printed and Circulated" Circulation**

Fort Worth Star-Telegram circulation statements always show  
"sworn net paid" circulation in detail.

Some newspapers make statements that show only circulation  
"printed."

In selecting your medium do not be confused; bear in mind  
the difference between sworn "net paid" circulation and  
"gross" circulation.

Insist upon a circulation statement that shows "net paid" as  
well as "gross" circulation.

Summary of Sworn Statements issued by

## FORT WORTH STAR-TELEGRAM

95% of Star-Telegram Circulation is in Ft. Worth Trade Territory.

Sworn NET PAID circulation for 1909 .....	17,002
Sworn NET PAID circulation for 1910 .....	18,505
Sworn NET PAID circulation for 1911 .....	20,264
Sworn NET PAID circulation for 1912 .....	24,689
Sworn NET PAID circulation for last six months of 1912 .....	26,014
Sworn NET PAID circulation for January, 1913 .....	26,815
Sworn NET PAID circulation for February, 1913 .....	27,743
Sworn NET PAID circulation for March, 1913 .....	28,651

Any of these statements in detail upon request.

**A STEADY, SUBSTANTIAL GROWTH ACCOMPLISHED WITHOUT THE AID  
OF CONTESTS, PREMIUMS, REDUCTIONS IN SUBSCRIPTION PRICE, OR  
OTHER CIRCULATION SCHEMES.**

## GROWTH IN VOLUME OF ADVERTISING

	1911	1912
Paid Local Display, agate lines .....	3,433,446	3,807,832
Paid Foreign Display, agate lines .....	932,446	1,092,525
Paid Classified Display, agate lines .....	987,914	1,128,272
<b>TOTAL .....</b>	<b>5,354,256</b>	<b>6,028,629</b>

A gain of 672,373 agate lines over 1911.

In 1911 The Star-Telegram carried 24% more advertising than was carried  
by any other Fort Worth paper.

In 1912 we carried 32% more than was carried by any other Fort Worth  
paper.

The Star-Telegram is the only newspaper in Fort Worth that has published  
regularly for the past four years **SWORN DETAILED CIRCULATION STATE-  
MENTS, SHOWING NET PAID AS WELL AS GROSS CIRCULATION**; it  
is the only paper in Fort Worth which submitted to an examination of its circula-  
tion by the Association of American Advertisers when requested to do so in 1912;  
it is the only paper in Fort Worth which made Sworn statement of its ownership,  
circulation, etc. to the Government on October 1, 1912, and April 1, 1913, as  
required by Act of Congress.

**TO COVER FORT WORTH AND FORT WORTH TRADE TERRITORY IN  
THE MOST THOROUGH MANNER YOU MUST USE THE FORT WORTH  
STAR-TELEGRAM.**

**AMON G. CARTER**

Vice President and General Manager

**A. L. SHUMAN**

Advertising Manager

## AN ARGUMENT THAT MAKES THE JOBBER APPRECIATE YOUR ADVERTISING

SELL HIM FIRST ON THE MERIT OF  
THE GOODS, KEEPING INFORMATION  
ABOUT THE CAMPAIGN AS A  
CROWNING ARGUMENT

*By A. Rowden King.*

When the manufacturer's salesman goes to the jobber or the dealer for the first time, in the endeavor to persuade him to put a new line of goods upon his shelves, there are two ways of bringing up the matter of prospective advertising.

A salesman may use his story of the coming advertising campaign as an *entering wedge*, which is the method usually employed, or he may use it as the *final argument* to clinch his sale.

This may seem like a trivial distinction, and yet behind it there is a question of vital moment. Probably the ordinary salesman who has confronted this condition has not seriously considered whether to bring up the subject of advertising first or last. But there seems to be some very good reasons for believing that it is well to bring it up last.

Morris Herrmann & Co., of New York, have lately expanded their insecticide department with two new products that are advertised to have efficient qualities in fighting bugs. These products are known as Arsite and Calite.

Within the last few weeks a campaign of advertising

upon these two new products has taken a start in the farm papers, of which twenty-two in all are being used. But for many months prior to the initiation of that advertising the salesmen of the Herrmann organization were scouring the country, lining up the jobbers.

They have carried with them, as salesmen usually do under such circumstances, visual evidences of the forthcoming advertising, consisting of proofs of the copy, together with other descriptive matter.

And these salesmen have been very carefully instructed by Eugene B. Peirsel, the sales and advertising manager of the insecticide department, to bring up the



### A New, Easy and Sure Way to Better and Bigger Crops— HERRMANN'S ARSITE

It is sure death to all leaf-eating insects.

Arsite is the strongest, safest, most economical insecticide you can use.

It will not burn foliage because it contains no free white arsenic. Sticks well to foliage; keeps indefinitely.

Herrmann's Arsite mixed with your Bordeaux or freshly slaked lime, and used thoroughly, will do away with leaf-eating bugs.

If you don't spray with Bordeaux for blight, use **Herrmann's Calite**—just another form of Arsite, ready to stir into clear water.

#### Send for Full Information

about these wonderful insecticides. You'll use them when you know about them.

Arsite is sold in 35c half-pint cans and in 65c pints; Calite in 30c pints and 50c quarts. We can supply you if your dealers can not.

**The Herrmann Laboratories**  
For Insecticides and Fungicides

Morris Herrmann & Co., New York  
200 Fifth Avenue  
Sole Manufacturers of Herrmann's H-G-Glad  
Pure Paris Green



STRIKING COPY IN FARM PAPERS

subject of advertising last, as the clincher argument in a well-thought-out, prearranged manner.

"It has been my experience," says Mr. Peirsel, "that if we approach a jobber for the first time by beginning our selling talk with a story about the advertising we are planning, we not only make a great mistake, but we also fire off our best ammunition before it is time to do so.

"The first subject which a salesman brings up is usually given the biggest emphasis. It is his opening wedge. It is that part of his talk which is intended to create and focus attention. If, then, this first and important part of his talk is given to the recounting of what advertising is being planned, instead of the recounting of the distinctive and worthy features of the product which he is selling, is not the jobber very apt to consider the advertising more worthy than the product? Is he not very apt to think the manufacturer is giving that advertising more attention than his new product and that one more *unworthy* product is going to be fostered by means of *worthy* advertising?

"The ordinary jobber is a very busy man. It is something of an accomplishment to gain his ear at all. And, having gained his ear, he is as likely as not to be dividing his attention between you, as the salesman, and more immediate matters contained in the papers upon his desk. He has been approached so many times by salesmen who have begun their stories with the promise of advertising to be done, that this line of attack is an old story to him.

"What he is most interested in are the peculiar properties of any new product which a manufacturer is seeking to have him order a stock of. If those new features are really worth while, it will not be long before the average salesman can monopolize his attention, and the papers upon his desk will be forgotten.

"And leading on from there, that salesman does well who can so manipulate his sales talk as eventually to make the jobber say voluntarily: 'Mr. Brown, I think

you've got a good thing. I think it is something that the market has been waiting for. I should like to take it on, but, as you know, I really have so many products to handle that I could not afford to give it the undivided attention that it should have. The public would have to be educated. Now, if you were only going to advertise this product and the public were to be taught every week about its worth and values, *that* would be a very different matter.'

"And right there, when a salesman has a prospective campaign of advertising up his sleeve, that salesman has his prospect, the jobber, just where he wants him. The jobber has voluntarily put himself in the exact position where the salesman can knock the last prop from under him and get a handsome order.

"I believe," says Mr. Peirsel, "if the advertising you are going to do is worth talking about at all, it ought to be talked about at the time when that talk will do the most good. At the *beginning* of a salesman's argument it is simply an entering wedge. At the *end* of a salesman's talk, when it has not before been mentioned, the average jobber will suppose that no advertising is being planned, and will fall back upon that omission as his strongest excuse for not signing up, and the only one. If, then, that excuse can be taken from him, there is nothing left for him to do but fall in line."

#### PILGRIMS WIN PRIZE

The Pilgrim Publicity Association has been awarded the prize of \$25 offered by the A. A. C. of A. for making the largest volume of sales in cities of the major class on Paul T. Cherington's book, "Advertising as a Business Force." The University of Missouri Advertising Club was recently awarded the prize for making the greatest number of sales in cities of the smaller class.

#### AFFILIATION MEETING AT BUFFALO JUNE 7

The next meeting of the Affiliated Ad Clubs, comprising the clubs of Cleveland, Detroit, Buffalo and Rochester, will be held at Buffalo, June 7.

# Land Advertising

If a magazine produced for the largest land advertiser \$129.00 for every 90c spent —

And if this magazine could prove that it produced, for this advertiser, investments amounting to \$153,000.00 in one year at a total advertising cost of \$1,150.00 —

Wouldn't this evidence convince you that this magazine is a good buy?

**Technical World Magazine** made this phenomenal record for the largest Canadian land advertiser last year.

# Investment Advertising

The fact that **Technical World Magazine** makes good for all land advertisers proves that its readers have money to spend for legitimate and safe investments. They will buy bonds, stocks, mortgages or anything else that has value and looks good.

**Technical World Magazine** appeals to serious minded men and women because its stories are the romances of real life—far *more fascinating than fiction*.

It is the great news magazine and "technical" only in the sense that it describes accurately as well as interestingly the great undertakings that make for the world's progress.

Western Office:  
58th St. and Drexel Ave.  
Chicago, Illinois

**TECHNICAL  
WORLD  
MAGAZINE**

Eastern Office:  
1702 Flatiron Building  
New York City



## What We Are Doing In Philadelphia

Publishing more foreign advertising  
than any other German daily in  
the country

**482,480 Lines**

of advertising published in March,  
1913.

*Bill Posting for Want Ads  
Gaining in Circulation  
Gaining in Local Advertising*

## German Daily Gazette

PHILADELPHIA

GUSTAVE MAYER, Pres.

HOWARD C. STORY, Pub. Rep.

New York Philadelphia Chicago

## PLACATING DEALER WHEN FREE DEAL IS DROPPED

HOW ONE MANUFACTURER OVER-  
CAME THE NUMEROUS OBJECTIONS  
URGED BY HIS TRADE—SALESMEN  
COACHED IN ARGUMENTS TO USE  
WHEN "ADVERTISING DEAL" IS  
SUBSTITUTED FOR FREE GOODS—  
BACKING UP LETTERS FROM AD-  
VERTISING MANAGER

*By Chalmers Lowell Pancoast.*

The "free deal" is easily adopt-  
ed as a policy, but is abandoned  
with difficulty, once dealers have  
come to expect it as a matter of  
course.

The manufacturer who resorts  
to a "big free deal" to stock up  
his dealers, forces his salesmen to  
test their hold on the trade to  
the limit by promising extra profits  
to the dealer. But the average  
experience is that these mi-  
rages of mountains of profits de-  
velop into a rut, and there is only  
a short step between a rut and a  
grave in the business world.

One manufacturer who has  
abolished free deals claims that  
cancellations were immediately re-  
duced 50 per cent, because the  
chances of overselling a dealer  
were reduced to the minimum.

His method of eliminating the  
free deal was to use an "advertis-  
ing deal" instead. And if a sales-  
man did happen to sell a mer-  
chant more than he should, the  
advertising given with an order  
proved of great value to the man-  
ufacturer in moving the goods  
from the dealer's shelves.

All kinds of plans and rates  
have been suggested to oust the  
free deal, but the advertising deal  
is the only plan that has met  
with success. In many lines the  
free deal is so deeply rooted that  
it requires something especially  
alluring to make a merchant re-  
alize that it is to his advantage  
to be given advertising which will  
help sell the goods instead of load-  
ing down his shelves with a lot  
of goods he thinks he got free.

A large manufacturer of food  
products, who was an extensive  
newspaper advertiser, added a  
supply of lithographed household

supply reminders on which the dealer's advertisement was printed. The art subjects were as attractive as any of the new calendars issued, and in addition to this, attached to each card was a pad of fifty sheets, one for each week for fifty weeks. When the housewife discovered her supply was getting low she marked this item on the pad, and the next time she went to the grocery she tore off the slip and it served as an order to the grocer whose name was printed on the reminder.

When the manufacturer first attempted to substitute an advertising deal for a free deal, he met a storm of objections. The salesmen said it was impossible, but he took each objection in its proper order and drilled his salesmen on the answers necessary to overcome these objections.

The first objection the dealer made was that the manufacturer wanted the dealer to pay for his advertising. Every salesman was carefully instructed just how to handle this objection. He said to the dealer, "Our product is widely advertised in magazines, newspapers, on bulletin boards and in various ways. It is a quality product. Everybody knows it. Now, you would have to spend your own money in pushing an unadvertised article to be sold in competition with our product. Your clerk does not have to convince the housewife of the quality of our product. She comes into your store with her mind already made up. You get a direct money benefit from the advertising. Just watch and see how much less time it takes a clerk to sell a standard advertised product, as compared with the time spent in trying to make a sale on a non-advertised piece of goods. No matter how much you get free or how little money you have tied up in it, you are losing money if it isn't selling."

#### CONVERTING A MERCHANT TO THE CHANGED POLICY

Another objection the merchant brought up was that his name was not given space enough on the

**FOR TODAY AND  
FOR POSTERITY**

## The Brooklyn Daily Eagle

**Linen Paper Edition**

**On file in the Principal  
Libraries of the  
Country**

### **BROOKLYN**

with its home population of 1,750,000, and its annual growth of over 55,000, is a worth-while field for general advertisers. It can be adequately covered by the **Brooklyn Eagle**, the paper that carries the second largest amount of advertising of all the newspapers in Greater New York.

reminder. He was shown that the reminder suggested 150 items which might be bought at his store, and only one item suggested the manufacturer's product. And every staple line carried in the store was listed and reprinted fifty times on each reminder.

Or the merchant would say, "The list contains articles that I do not carry." The salesman would reply, "All the better for you. You are too progressive to allow that to be an objection to you. If you have a demand for other goods, it will be a chance for you to add stock that you can sell. This is just another chance of increasing your trade."

The only way in which the salesman could convince the retailer that the advertising deal was worth more to him than free goods was to hammer facts into him. The salesman was coached to give this argument: "Mr. Merchant, you know there is no stronger power to pull customers into your store than suggestion. This reminder suggests the purchase of 150 items. If it only suggests one item each week that otherwise would have been overlooked by the housewife, you can figure an extra profit of 20 cents on that extra sale. Now this means the reminder is worth at least 20 cents a week to you, and for fifty weeks your profit on each reminder will be ten dollars. Can you afford to lose the possibility of making \$10 extra on each customer? Furthermore, the housewife will appreciate one of the reminders, since it is of valuable assistance in helping her keep well supplied with goods all the time.

"Every reminder you put out will be kept, consulted, used and every time it is used your store is suggested as the place to buy that article. When she checks off her wants and starts out to supply them, it is just as if someone had led her to your store. So, you see, this piece of advertising which we are offering in place of free goods not only suggests more buying, but gives the housewife's mind an impulse in the right direction toward your store."

Each salesman was carefully drilled in talks of this kind because so many of the dealers had accepted free goods so long that it appeared to them that they were being cheated through accepting advertising.

Each week the salesmen sent in new objections which were taken up separately by the sales manager and answered. Then a list of the objections and answers was printed on special circulars and mailed to the salesmen in the field.

As the burden of success in eliminating the free deal remained with the salesmen, it was necessary to keep them enthused over the advertising, because at the start some of the salesmen considered the change too revolutionary.

Selling the advertising deal was not only a matter of inducing the expenditure of money, but it also involved making the dealer realize the need of the advertising by pointing out its merits and playing up the disadvantages of not having the advertising.

One of the worst difficulties encountered was with the class of dealers which wanted the advertising at once, and the goods sixty or ninety days later. This would give them a chance to use the advertising and then cancel the order for the goods if they wanted to.

#### OVERCOMING ANOTHER OBSTACLE

This difficulty was surmounted by making it a hard-and-fast rule that the advertising be packed with the goods to save cost of transportation. Of course, where a dealer was a good customer and already heavily stocked, the reminders were shipped ahead of the order, so as to give him a chance to move his present stock from the shelves.

Other dealers objected to the manufacturer's trade-mark appearing on the reminder. They wanted their advertisement to appear exclusively. In this case the dealer was shown where it was to his advantage to have his name associated with the product, and his store connected with a quality



## Get the "Jolt" Of This New Discovery in Bond Paper



OU never thought it possible you could use bond paper—beautiful as it is—for anything except stationery. Printers have always told you you couldn't.

And this was true—until the invention of the wonderful new offset press and the equally wonderful new Tokyo Bond.

But *now* it is not only possible but *practical* to use aristocratic, cockly-surfaced bond paper—Tokyo Bond—for booklets, desk catalogs, art pictures, calendars, as well as letterheads, etc. In fact, for any kind of printed matter.

What is there about this Tokyo Bond which permits it to be used in ways printers have hitherto found *impossible*?

Here's the answer: Tokyo Bond is "built" flat instead of being ironed by the finishing rolls to *look* and *seem* flat. Thus it is free from microscopic waves and puffs, which are the cause of bond paper going wrong on the press by running into large waves and puffs, V-shaped wrinkles, kinks and edge creases, thus delaying the run and spoiling type and cuts. And that "meanness" in bond paper is what has so long limited bond paper uses.

### This Free Book Tells More

Send for "The Discovery of Tokyo Bond," a fascinating new book printed throughout on Tokyo Bond by the offset press. Will give you full information and the full "jolt" about Tokyo Bond.

Write now before you give yourself the chance to forget.

CROCKER-MELWAIN CO., 126 CABOT ST., HOLYOKE, MASS.

# TOKYO BOND

LOOK FOR THIS



WATER MARK

## ADVERTISING GAINS

101 Columns in February  
122 Columns in March  
77½ Cols. first half of April

These straws show the  
direction of the popular  
wind in New York

## THE New York Tribune

published in the interest of  
the public—an old paper  
with a young spirit—its  
pages full of life and progress  
Has received the stamp of  
popular approval.

**“It Has No Strings On It”**

idea which was being widely advertised in magazines, newspapers and on billboards.

Then there were the objections that the list was incomplete, or that the reminders had been failures, or that the idea did not fit their business, or that the reminders would not be used. But no matter how unreasonable the objection was, great care was taken to go into the matter carefully so that each salesman knew just what answer to make. And each week the sales force received a special sheet giving them ten new reasons why advertising that would sell goods and why increased business were worth more to the merchant than a lot of extra goods thrown in with the regular order.

Some of these reasons were: Because it acts as a salesman for you, walking right into the kitchen.

Because it saves time for both your customers and your clerks.

Because it helps the cook to remember things she wants—and to remember your store as the *right place* to buy.

Because it prevents mistakes and gives you a reputation for giving close attention to orders.

Because it is the most modern plan yet devised to get more people to trade at your store, which increases your volume of business and your profits on all lines you carry.

Whenever a dealer was obstinate and unreasonable, the salesman sent his name to the advertising manager, who went after him with a series of sledge-hammer letters, which attempted to reason out the value of the advertising deal with the dealer.

DEAR MR. BLANK:

You know that the average wholesale grocer is successful. What has that got to do with you? Wait and I'll tell you.

You also know it is wise to copy after people who are successful. Your position to your customer is identical with that of the wholesaler to you.

Now, how does the wholesaler make a success? You know—the answer is simple. His success, his business and profits are secured only through a good selling organization. Now, if this is the secret of the wholesaler's success, it should be the same with you. To secure business the wholesaler must

first of all send out his salesmen to call upon you. He calls on you every week. He goes over his list—"What do you need in this and in that?"—and as he calls them off, you tell him what you want, because you have anticipated his coming and have a little memorandum of goods you were out of to save time both to the salesman and yourself.

Now, wouldn't it be a wise plan if I could do the same thing for you, that is, go out and call on one hundred of your best customers each morning. Suppose I were to read off 150 articles that you are carrying in your store and would like to sell. Don't you agree with me that I could bring back a good many orders? Wouldn't that service, that method of actually selling goods for you, be worth more to you than loading your shelves down with a lot of free goods?

Our salesman, who recently called on you, offered you this selling service in the form of our Daily Household Supply Reminder. I am sending you another sample. You will see that on that tab containing your name is listed 150 items. Instead of reminding the housewife of these items once a week or once a day, every minute she is in the kitchen it is before her eyes in such a novel, practical way, that it is bound to prove the best house-to-house order-taker you ever had.

Tell me, isn't it better to sell goods than to be constantly overstocking? Every time you take free goods you are overstocking—but every time you accept our advertising or selling helps with our goods you are moving the goods at a big profit.

Manufacturers who are supplanting free goods by dealer advertising suggest using the kind of advertising which the dealer usually buys, thus allowing him to eliminate the expense of purchasing advertising.

The advertising deal which meets with success must have an actual selling value for the retailer—it must secure results which are desirable—it must either cut down the dealer's expenses or increase his profits. Free goods never helped the dealer move stocks, but they have been the means of demoralizing prices, when the dealer found it necessary to sell them at a reduction in order to get them off his shelves.

The advertising deal which gets quick action for both the manufacturer and dealer has a tremendous field before it, as the manufacturer and dealer have lost so much from the giving and accepting free goods that both are seeking avenues of escape from its destructive features.

## VOLUME OF ADVERTISING IN LEADING FARM PUBLICATIONS FOR MARCH

(Exclusive of Publishers' Own Advertising.)

### WEEKLIES

	General and Class Adv.	Live stock and Classified Adv.	Total
Breeder's Gazette .....	51,751	54,145	105,896
Farmer's Mail & Breeze .....	65,652	25,308	90,960
The Farmer .....	85,365	.....	85,365
Rural New Yorker .....	81,249	.....	81,249
Wallace's Farmer .....	65,072	11,676	77,748
Ohio Farmer .....	72,219	4,321	76,540
Country Gentleman .....	70,110	5,927	76,037
Hoard's Dairyman .....	60,662	15,302	75,964
Kansas Farmer .....	58,996	13,914	72,910
American Agriculturist .....	72,815	.....	72,815
Orange Judd Farmer .....	69,944	.....	69,944
New England Homestead .....	66,968	.....	66,968
Michigan Farmer .....	58,156	3,640	61,796
Indiana Farmer .....	53,888	7,270	61,158
Northwest Farmstead .....	57,463	.....	57,463
Wisconsin Agriculturist .....	52,709	3,849	56,558
Progressive Farmer .....	55,400	.....	55,400
Farm and Ranch .....	49,568	5,565	55,133
Weekly Kansas City Star .....	45,717	4,701	50,418
Twentieth Century Farmer .....	50,162	.....	50,162
National Stockman & Farmer .....	49,886	.....	49,886
Nebraska Farmer .....	42,375	7,340	49,715
Northwestern Agriculturist .....	42,855	1,262	44,117
Southern Farming .....	43,815	.....	43,815
Missouri Ruralist .....	23,923	14,563	38,491
Farmer & Breeder .....	32,923	.....	32,923
Pennsylvania Farmer .....	26,259	1,466	27,725
Kansas Weekly Capital .....	17,579	5,009	22,588

In making comparisons, proper allowance should be made for these weeklies which in some months have five issues to the month.

### SEMI-MONTHLIES

Dakota Farmer .....	70,532	.....	70,532
Farm & Fireside .....	53,698	.....	53,698
Farm & Home .....	53,148	.....	53,148
Farm, Stock & Home .....	43,877	1,417	45,294
Prairie Farmer .....	25,773	4,501	37,565
Southern Ruralist .....	30,975	2,331	33,306
Oklahoma Farm Journal .....	27,468	1,967	29,435
Nebraska Farm Journal .....	23,360	1,924	25,284
Southern Agriculturist .....	25,188	.....	25,188
Western Farmer .....	23,054	1,715	24,769
Farm Progress .....	22,589	.....	22,589
Up-To-Date Farming .....	19,019	.....	19,019
Oklahoma Farmer .....	14,111	2,764	16,875
Inland Farmer .....	16,094	.....	16,094
Iowa Farmer .....	15,515	.....	15,515
Farm Magazine .....	11,829	205	12,034

### MONTHLIES

Fruit Grower & Farmer .....	32,898	.....	32,898
Successful Farming .....	24,755	.....	24,755
Farm Journal .....	19,958	.....	19,958
Better Fruit .....	16,940	.....	16,940
Better Farming (formerly Farm Press) ..	11,456	.....	11,456
Missouri Valley Farmer .....	9,920	993	10,913
The Farmer's Wife .....	10,164	.....	10,164
Nat'l Farmer & Stock Grower .....	9,553	.....	9,553

### CANADIAN

Family Herald & Weekly Star .....	64,510	64,600	129,110
Canadian Farm .....	38,521	8,553	47,074
Farmer's Magazine .....	13,440	.....	13,440

## Women Do Read Farm Papers

Many manufacturers ask us if farm women read the farm papers. The Northwestern Agriculturist asked its subscribers for first hand information. We received 1,850 voluntary replies covering forty questions of which the one below was one. We give here the tabulated result. The form of question was:

*"What department of The Northwestern Agriculturist does your wife or daughter read?"*

### THE RESULT

"All of it"	28.3%
"Dairy Department"	31.6%
"Editorial"	30.1%
"Orchard & Garden"	34.8%
"Home Department"	75.7%
"Poultry"	46.3%

**"What Farmers Use"**—Book Number Four, is ready for distribution. It answers a hundred or more questions about farmers, their families and their trade. We will mail a copy free, postpaid, to anyone. Make your request on your business stationery, giving your position by rubber stamp or otherwise. You will do us a favor to mention seeing this advertisement in Printers' Ink.

## THE NORTHWESTERN AGRICULTURIST

Minneapolis, Minnesota

Chicago Office:  
Tribune Building  
B. W. Rhoads, Gen. Adv. Mgr.

New York City Office:  
Fifth Avenue Building  
Payne & Young, Rep.

## A STOCK RECORD THAT DOES MORE THAN SAVE TIME AND MONEY

HOW THE CENTRAL ADVERTISING OFFICES OF THE INTERNATIONAL HARVESTER COMPANY KEEP TAB ON THE STOCK AND THE USE OF ADVERTISING MATTER IN BRANCH HOUSES BY MEANS OF A REGULAR MONTHLY REPORT

By H. McJohnston.

About three years ago the central advertising department of the International Harvester Company received a rush order from a Far-Western branch house for several thousand copies of a certain booklet. This particular booklet was wanted for use in a special campaign in which delay would mean loss of sales. The manager of the branch was anxious to get the booklets into the hands of farmers before they came to town to visit a local industrial exposition.

This particular booklet, however, was entirely out of stock at the central stockrooms in Chicago. A new supply was rushed from the printers and sent West by express. Yet they reached the branch house a day or so too late for mailing, although they were all used effectively during the exposition. But here's the point. All the time a dusty bunch of al-

most four thousand of those same booklets, which never were used, were peacefully reposing in the stockroom of another Far-Western branch house.

This fact might have been discovered, but the central office did not have the time to write all the branch houses to find out whether or not any of these particular booklets were on hand in any part of the country. Furthermore, that would have cost considerable, while, after all, none of the booklets might have been found. The only thing to do was to stand the expense of printing the booklets on a rush order, and pay the expressage on them to California.

This case showed the need of a system that would give the central office a permanent inventory of all the stock on hand in each agency. It was seen that such a system would be the means of saving an almost unlimited amount of time, and of expense in particular. But perhaps another advantage—the fact that the agency was aware that the home advertising office knew not only what stock they had on hand but also that the record would show the stock used and how—was considered equally important.

Like all good systems, the one here illustrated is an evolution suggested by a strong need. It took three years to perfect it. The degree of difficulty met may

### MAILING SITUATION

Total Number of Pages Shown at Close of Previous Month	Number of Pages Shown at Close of This Month	Total Number of Pages Shown at Close of This Month	Total Number of Pages Shown at Close of This Month	Total Number of Pages Shown at Close of This Month	Total Number of Pages Shown at Close of This Month	Total Number of Pages Shown at Close of This Month	Total Number of Pages Shown at Close of This Month

PROSPECTS COVERING VARIOUS MACHINES LISTED ON FORM A 213 B TO DATE												
Auto Wagon	Auto Tractor	Grain Separator	Engine Tractor	Engine Tractor	Auto Drill	Auto and Tractor	Auto Tractor	Auto Tractor	Auto Tractor	Auto Tractor	Auto Tractor	TOTAL

MAILING SITUATION — 1913				ADVERTISING EXPENSES — 1913			
TOTALED TO AGREE WITH PREVIOUS MONTHLY TO THE AGENT'S DATA				TOTALED TO AGREE WITH PREVIOUS MONTHLY TO THE AGENT'S DATA			
CONSUMER LETTERS	Auto Tractor	Auto Tractor	Auto Tractor	ITEMS	THIS MONTH	TOTAL TO DATE	TOTAL TO DATE
Auto Wagon Letter				Salary			
Corn Machine "				Postage			
Grain Separator "				Advertising Matter per item of Sales			
Engine (Auto) "				Freight and Express			
" (Tractor) "				All Other			
General Line "and Folder				TOTAL			
Grain Drill				"ITEMS REPRESENTING "ALL OTHER" EXPENSES THIS MONTH			
Harvester Machines							
May Mailings							

## Keeping on THE RIGHT ROAD

Is not a difficult matter when the guide posts can be easily read.

Advertisers seeking a short and straight highway to the homes of well to do country people, will find in the following excellent guides to their destination.

We extract briefly from some communications received at this office during the two weeks ended March 12th, 1918.

The Breeder's Gazette is the best farm journal published.—Ivanhoe Whitted. Editor, Spirit of the West, Des Moines, Iowa.

I find more information about stock farming in The Breeder's Gazette, than in all other papers put together. I shall always find money enough to pay for the good, sound, thorough Gazette.—John F. Wiecek, Green County, Wis.

The Gazette is our stock bible. I never miss an opportunity to interest a neighbor in it.—W. U. Scott, Madoc County, Calif.

I congratulate The Gazette upon its success. It does great good to mankind both in country and city.—J. W. Darrah, Fillmore County, Minn.

Our country is flooded with little "phoney" farm journals at 25c to 50c a year, but for mine give me The Gazette.—Jos. Bertram, Jennings County, Ind.

You are publishing the very best farm journal in the entire country. It should be in the hands of every young farmer in the South.—Wm. H. Magness, Warren County, Tenn.

I recently sold ten bulls through my advertisement in The Gazette. It surely goes to the right men.—Jos. Shaver, Kalona, Iowa.

Have sold all my cattle and wish to acknowledge good results from The Gazette. My sales were all made through my advertisement in your columns.—J. T. Judge, Carroll County, Iowa.

I have taken The Breeder's Gazette for about twenty-five years. It grows better every year, and has been a great help to me in every way. It is clean

and honest. A great paper for the farmer.—J. L. Carithers, Gibson County, Ind.

The Gazette is the grandest paper published.—J. N. Robinson, Dodge County, Nebr.

The matter contained in The Gazette is of such high quality and so reliable that the paper seems to be in a class by itself.—N. C. Maris, Salem, Oreg.

The Gazette is surely living up to its standard of excellence. Each succeeding issue is, if possible, better than the other.—J. W. Sarff, Aitkin County, Minn.

The information that I have received from The Gazette has netted me enough to pay my subscription for a lifetime, and then some.—Patrick Madden, Nez Perce County, Idaho.

I consider The Gazette the greatest farm journal that it has ever been my privilege to read. It is doing a great work for better farming in this country.—C. C. Saffer, Loudoun County, Va.

My advertisement in The Gazette brought a buyer for the Morgan stallion, Goldhope.—L. L. Dorsey, Anchorage, Ky.

The Gazette has given us results this season from Pittsburgh to the Pacific, and to New Mexico on the South.—A. Nevins & Sons, Modesto, Ill.

I have had 127 inquiries for Jersey cattle and Berkshire hogs that came from Gazette readers since January 1st. It is hard to see how a paper could do more for an advertiser.—Rodney B. Swift, Libertyville, Ill.

The Gazette has sold so much poultry for me that I cannot supply orders. It reaches people who are willing to pay what good stock is worth.—F. C. Bartlett, Loraine County, Ohio.

The foregoing are not presented as anything unusual, or out of the ordinary. Such letters come in every mail.

If you are not familiar with the character and the make-up of The Gazette, please ask us to send you a recent issue. Perhaps you haven't seen a copy for some time. We think there has been an improvement in its make-up in every way, and we should like to demonstrate that fact to your satisfaction. Kindly address

## THE BREEDER'S GAZETTE

542 South Dearborn Street, Chicago, Ill., or

GEORGE W. HERBERT, Inc.  
First National Bank Bldg.  
Chicago, Ill.



WALLACE C. RICHARDSON, Inc.  
41 Park Row  
New York, N. Y.

be estimated from the fact that there were more than five hundred general agencies to be accounted for and that the variety of live advertising matter is numbered by the hundreds. Yet the principles of the system finally evolved are practicable for any concern that wants to keep tab on stocks of advertising matter scattered in various parts of the country.

This system consists of a series of books, paper covered and bound like ordinary blank books, one of which is marked the "Chicago Copy." This contains the monthly report of the general agency, and is sent to the central office at the end of each month. The first page of this book is il-

lustrated in Form I. Form II illustrates a part of one of the succeeding pages. Twenty-four of these pages are required to cover the entire line of advertising supplies, and they are followed by several pages left blank except the rulings and headings, for a record of new and special advertising matter not included in the descriptions of the twenty-four pages. The number of pages necessary makes it practicable to have them bound in book form. Single sheets, of course, would cover the items of a less diversified line.

The general agent keeps a duplicate copy of the record he sends to Chicago. But the pages of his book are extended to include a record of the stock received at the general agency during the month, stock ordered but not yet received, stock transferred

to other agencies, and so on—a few necessary records that do not affect the central office report. The general agent is also supplied with a daily record book, of which the records here shown form the monthly recapitulations.

Thus each month the advertising man at the branch office checks up his stock and accurately records the quantity on hand of each class of literature, whatever need or surplus he may have in each case, also what distribution has been made during the month, including the number and kind of letters sent out, also the kind of sales-correspondence list of prospects the general agency keeps, the number of inquiries received concerning the various

STOCK ON HAND, SURPLUS AND REQUIREMENTS

Form No.	Quantity of 1913 Stock on Hand "A" Forms only	Quantity of 1912 Stock on Hand "B" Forms only	Form No.	DESCRIPTION OF ADVERTISING MATTER	Form No.	Quantity of 1913 Stock on Hand "C" Forms only	Surplus of 1912 Stock on Hand Subject to Transfer "C" Forms only	Stock Required From Shop as Follows
				<b>CONSUMERS' LETTERS</b>				
			A-333-B	Auto Wagon-Contractors and Builders	A-369-C			
			A-471-B	" " " "				
			A-431-B	" " " " Post Card	A-365-C			
			A-336-B	" " " " -Farmers	A-367-C			
			A-469-B	" " " " " "				
			A-420-B	" " " " " " Post Card	A-366-C			
A-472-A			A-332-B	" " " " -Merchants	A-368-C			
A-398-A			A-470-B	" " " " " "				
A-418-A				" " " " " "				

FORM II. AN INTERIOR PAGE OF RECORD BOOK

lustrated in Form I. Form II illustrates a part of one of the succeeding pages. Twenty-four of these pages are required to cover the entire line of advertising supplies, and they are followed by several pages left blank except the rulings and headings, for a record of new and special advertising matter not included in the descriptions of the twenty-four pages. The number of pages necessary makes it practicable to have them bound in book form. Single sheets, of course, would cover the items of a less diversified line.

The general agent keeps a duplicate copy of the record he sends to Chicago. But the pages of his book are extended to include a record of the stock received at the general agency during the month, stock ordered but not yet received, stock transferred

products, and so on, as shown in Form I.

This system compels the branches to give careful consideration to advertising matter in general. It aids the advertising man in ordering supplies in advance of the time when they are needed. It does away with telegrams and expensive rush orders, letting the central stock department group the shipments and send them by freight. It serves as a tickler to help the advertising man distribute in proper season advertising matter that otherwise would become obsolete. It also gives him a controlling lever on the advertising expense which he reports in detail each month, as also shown in Form I.

Then, as already suggested in connection with the inception of this system, if a request for booklets that happen to be permanently

# Change in Title

Beginning with the May, 1913, issue, the title of "The National Monthly Farm Press" will be changed to "**Better Farming.**"

Our reasons for the new name are covered by the accompanying editorial which will appear in our May issue.

## Married Change of Name

There is a National movement under way for better farming. It is taking definite form in Better Farming Clubs; one State is reported already having upwards of 500, with membership far into the thousands. Railroads are running "Better Farming Specials" made up of demonstration cars in which better farming methods and better farm crops are exhibited.

Farm Press has become the exponent, champion and big friend of this better farming idea. Its able, original editorials, and special articles from Agricultural Experts, its

monthly reports from the Experiment Stations make it the natural organ of this better farming crusade.

Starting with a mild flirtation, then following a strong suit assiduously *pressed*, we embraced—the opportunity, and

We hereby announce our marriage to the better farming movement. As the cause is bigger than the man, it is also bigger than the paper. We have accepted the new name and we rejoice to unite our life with the better farming campaign, "for better or for worse, for weal or for woe, in joy or sorrow until death doth us part," to be known hereafter as,

## Better Farming

The new name not only indicates the purpose which our publication is serving in the business of agriculture, but will distinguish **Better Farming** from the many agricultural papers having titles beginning with the word "Farm."

## Better Farming

Duane W. Gaylord, Advertising Manager

### Chicago

Wm. H. Hogg, Eastern Representative, 225 Fifth Ave., New York

or temporarily out of stock comes from San Francisco, for example, it will require only a few minutes for a clerk at the central office to find out if the order can be filled from Los Angeles or from some other Far-Western point, with a consequent big saving of time and money.

But the bigger saving due to the fact that this system prevents the accumulation of undesirable surplus, that it compels each branch to keep the stock in good workable condition, and serves as a direct stimulus to an efficient use of all advertising literature, as well as that it prevents the branch advertising man from getting caught at the last minute as did the agency first mentioned, combine, of course, in giving this plan a manyfold value.

The initial cost of installation, although it took two or three years to work up in satisfactory manner, is a drop in the bucket in comparison with the wonderful gain in efficiency and economy it has worked among all the general agencies. It also enables the central advertising department to estimate with accuracy not only the right quantity to publish of each of the many and the constantly changing pieces of literature, but also provides a fairly accurate means of gauging the comparative values of different methods of handling sales prospects.

M. R. D. Owings, the I. H. C. advertising manager, says that already this system has actually saved them thousands of dollars. He also says that their method of distributing advertising to consumers largely through the agencies, rather than direct from the central office, not only increases the interest and the co-operative personal sales use of advertising on the part of the general agency, but also eliminates the charges of favoritism that harass the average business with branches that advertises only from the home office. It also automatically takes care of the making of the distributions and mailings at the time that will prove most effective in the light of local conditions.

## NEWARK CLUB FEATURES HONEST ADVERTISING

At the first formal dinner of the recently organized Advertising Men's Club, of Newark, N. J., April 17, the speakers dwelt upon the need of honest retail as well as national advertising.

William F. Freeman, advertising manager of the New York Mail, explained how great was the work advertising clubs must yet do before retailers would do really honest advertising.

William R. Hotchkiss, advertising director of Gimbel Brothers, New York, was another speaker. In part he said:

To-day modern efficiency and scientific distribution demand a change.

Stores have been prodigal with their advertising promises, because it was good advertising—and because the dear Public didn't know it was all charged on their bills.

Now we are facing universal Public alarm over the high cost of living, and the papers are printing parallel columns showing the vast difference between what is paid to the producer and what is paid by the consumer.

Of course, you must always take back goods about which there is real dissatisfaction. This may reach two per cent of your sales.

But if you want to conserve your profits, and give vastly better service to the public, you will begin to cure your foolish advertising and the poor salesmanship that lets goods go out of the store without being really sold.

If I were the advertising manager of a newspaper, I would be just as keen to know how the ads were pulling as I now am to know what the sales are in the advertised departments of the store; and I would be just as eager to study why the ads didn't pull and to help provide a cure. I would be keen to make my paper pull big for the advertiser—and I would find the way to make it pull big, because that would increase the value of the thing I had to sell—and I would not confine myself to the conventional methods to do it, unless the advertiser told me he didn't want my help.

And you merchants can help your own advertising mightily. Not by butting into the things your advertising man should do. Not by any means, if he's a good man. That would be the way to kill all hope of good advertising. But, first, by aggressive work in securing interesting merchandise, and then by taking the time to tell your advertising man all about why you bought it. The merits that sold it to you will sell it to the public—if you don't keep it all a secret. Don't expect your advertising man to be a mind reader, or to possess second sight.

## A MEXICAN "FOLLOW-UP"

Awnings. Cannons may tear them, but we repair them. International Tent and Awning Company. Calle Dolores 4.—Ad in *The Mexican Herald*.

## BINDING CUSTOMERS CLOSER TO THE HOUSE

(Continued from Page 12)

the hands of our salesmen, has proved an important factor in securing new customers.

I have purposely omitted much detail in telling of the above methods of binding our customers closer to the house. There are many other things which I will not have the space to mention at all, although they are important and have contributed much to our success.

Among these things is the "Salesmaker Service," which is used by a great number of merchants, who pay for it what it costs us to get it out. From this service sprang our house-organ *The Favorite Salesmaker*, written in large part by our customers themselves, and which has done much to cement the ties between our customers and ourselves.

### REACHING THE CLERKS

I have especially tried to interest the clerks employed in our customers' stores, in the *Sales-*

*maker*, and this, in connection with the other work we are constantly doing to get these men back of the counters to push and sell Favorites, has resulted in great good.

For I have found that even when you get a merchant in line with the house and zealously working for you, it is not infrequently the case that his clerks are not similarly influenced, *unless a special effort is made with them.* In the smallest stores, where the clerks are directly under the owner's or manager's eye, they have and show their likes and dislikes, which will help or hurt your sales. Our salesmen are instructed to cultivate them, and teach them the Favorite way of selling stoves and ranges. Our house-organ is sent to many of our customers' clerks at their home addresses. I believe this is effective in increasing sales.

In all our work with dealers I have found my early experience in the retail business of inestimable value to me. I have sold shoes, hardware, groceries, drugs

## "But that isn't novel"

¶ This sort of criticism regarding advertising plans which are based on solid, proven facts instead of fanciful theory, is the result of the common tendency to seek for startling effects at the price of results.

¶ The Procter & Collier Company does not hesitate to recommend methods which have been used before, if, in its judgment, those methods will produce the desired result from the available means.

¶ Selling goods is more important than impressing the client with our own originality—though, for that matter, this attitude is decidedly original in itself.

## The Procter & Collier Co.

New York      Cincinnati      Indianapolis



### Double Security for Documents

Important papers, data and reports pertaining to one subject should be kept together and intact. There should be no risk of loss, or the confusion which results from a misplaced document.

### Globe-Wernicke Tang Folders and Binders

are ideal for this purpose. They provide a safe and handy system for quick and easy reference. The contents of the Tang Folder are held in place securely and orderly by two Brass Tangs. Court Exhibits, Financial Shipping Tickets, Order Blanks—every link in a chain of transaction consecutively, permanently arranged. In letter and cap sizes.

Sample of Tang Folders sent free to those located in towns where we are not represented, or will be furnished by our agents. Address Dept. P. D. 810 for Catalog, Samples and list of agents.

### The Globe-Wernicke Co. Cincinnati Ohio

Branch Stores: New York, 380-382 Broadway; Chicago, 231-235 So. Wabash Ave.; Washington, 1218-1220 F St., N. W.; Boston, 91-93 Federal St.; Philadelphia, 1012-1014 Chestnut Street; Cincinnati, 128-134 Fourth Ave., E.

and dry goods over the retail counter. I have borne some of a retailer's responsibilities. So I can always see the retailer's point of view and speak and write to him as one retailer to another.

And this is the most important thing of all in getting dealer co-operation—to see situations through his eyes. Yet how few executives directing great and expensive advertising campaigns realize this, or make an effort to gain an intimate knowledge of retail conditions!

### REASON FOR WASTE OF DEALER LITERATURE

I have entered stores and found rotting in cellars, or gathering dirt in vacant bins behind counters, piles of expensive advertising matter that must have cost much mental perspiration as well as cold money—and all wasted just because the man who prepared it *did not get the retail point of view.*

My friend whose remarks began this article is an able advertising man, yet his failure to obtain adequate dealer co-operation was simply his own fault. This man has never taken a road trip with a salesman, he has never worked in a retail store, and all he knows of the retail business is gained from hearsay and salesmen's reports. *Salesmen are not accurate interpreters of the retail spirit.* Their minds deal with the individual rather than the mass, and with the exception rather than the rule. So in his former connection my friend tried to sell stoves through advertising to a business class with which he was not familiar, and it simply could not be done.

### PERSONAL TRIPS AMONG RETAILERS

Personally, I value the suggestions and information that I obtain from our merchants and clerks so highly that I periodically go out on the road with different salesmen, in various territories, meet customers and clerks, exchange views, give advice, receive criticisms, and get back to my office a wiser and fresher man.

In many instances I have influenced merchants who were about

to drop advertising "because it did not pay," to try it out once more. I offered to handle it myself for them, promising results. Such retailers are now among our firmest friends.

In fact, my work on the road has its embarrassing features. I frequently receive letters from customers whom I have visited, asking me when I am coming to see them again. Some state that they will not place their order for Favorites until I come out and talk over with them a selling plan that will dispose of the goods.

I am now considering adding another assistant to my department who will do nothing but visit customers personally, and teach them how to show and sell stoves, how to dress windows, how to advertise in newspapers and other mediums—in fact be—as I have tried to be on my road trips—a living embodiment of the service which we give our customers—service that has proven its dollar-and-cents value to us in the three years it has been tried out.

#### UNITED DRUG COMPANY CONTROLS GUTH PRODUCTS

The United Drug Company, of Boston, has acquired control of the Guth Chocolate Company. The Guth Company makes several confectionery brands. It is stated that the United Drug Company now controls the Liggett and Daggett candy companies and these will be combined with the Guth company into the United Candy Company.

The United Drug Company will shortly open in the new Grand Central station in New York what is advertised to be the largest drug store in the world, the fixtures alone costing between \$75,000 and \$80,000. The United Drug Company operates about fifty-five drug stores and sells goods in about 5,500 stores throughout the country.

As indicating the growth of this company's business, it is stated that nearly one million square feet of space is now utilized for manufacturing purposes.

#### DE WEESE WRITES ANOTHER BOOK

Truman A. De Weese, director of publicity for the Shredded Wheat Company, Niagara Falls, N. Y., has written another book called "The Bend in the Road." An advance notice from Harper & Brothers says, "It is not a manual on agriculture or horticulture, and yet it abounds in suggestions that testify to the author's practical experience in making things grow."

PATENTED MAY 28, 1912



## The Signs of the times

You know the important part window trims play in "connecting up" dealer and consumer. You know, too, the better the trim the more goods it will sell. The **best** trim must be attractive, easy to apply, easy to mail, and economical. All these qualities are found in

### "Rebak" Transparent Window Trims

They are transparent, adhesive, made of imported, embossed glassine paper, and **colors are applied on both sides**, making them more brilliant and non-fading.

They work day and night.

"Rebak" window trims are being used by many of the largest and wisest advertisers.

**Write for samples and prices, today**

## M. Kaber & Son

Patentees and manufacturers of "Rebak" Window Signs, Trims, Cut-outs and Window Letters.

**207 - 209 ST. CLAIR AVENUE  
CLEVELAND, O.**

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

New York, April 24, 1913

*The PRINTERS' INK model statute signed by Governor Cox of Ohio, February 26, 1913.*

*The PRINTERS' INK model statute signed by Governor Lister of Washington, March 6, 1913.*

*The PRINTERS' INK model statute signed by Governor Eberhardt of Minnesota, March 11, 1913.*

*The PRINTERS' INK model statute signed by Governor Hanna of North Dakota, March 11, 1913.*

*The PRINTERS' INK model statute signed by Governor Fielder of New Jersey, April 9, 1913.*

*The PRINTERS' INK model statute signed by Governor Morehead of Nebraska, April 12, 1913.*

**Again the Psychologist** In another section of PRINTERS' INK this week there are reproduced some extracts from a new book on "Psychology and Indus-

trial Efficiency," by Hugo Münsterberg, professor of psychology in Harvard University and one of the best-known members of the profession in America, if not in the world. Several chapters of the book refer to selling and advertising, and one describes the experiments recently conducted by Professor Münsterberg in the Harvard laboratories to supplement the experiments of Scott, Starch and others.

Before attempting to decide what Professor Münsterberg's experiments and his opinions may signify to the practical advertising man, let us note the spirit in which this eminent psychologist has approached the inquiry.

Of course this group of experimental investigations at once suggest an objection which we cannot ignore, he says, referring to the work of Prof. Scott and himself. A business advertisement, as it appears in the newspapers, is such an extremely *trivial thing* and so completely devoted to the egotistical desire for profit that it seems undignified for the scientist to spend his time on *such nothings* and to shoot sparrows with his laboratory cannon-balls.

But on the one side, nothing can be unworthy of thorough study from a strictly theoretical point of view. The *dirtiest chemical substance* may become of greatest importance for chemistry, and the *ugliest insect* for zoology.

The eminent psychologist also reflects that "advertising has become one of the largest and economically most important human industries," however surprising it may be that it "could reach such an enormous development without being guided by the spirit of scientific exactitude which appears a matter of course in every other large business."

The professor considered it worth while, however, to stifle his aversion to the base and trivial things of advertising in order to analyze their immense significance! But was it worth while, after all? What is to be expected of an investigator who expresses such naive views about advertising and the efficiency status of "every other large business"? Is he a safe guide? It may be worth his while to investigate, but is it worth our while to read?

The grievance that the practical

man has against the psychologists in general is not so much that what they tell him is not the truth, but that it is not the whole truth and that thus he is permitted to infer many other things that distinctly are not truth. As professional men they see business through prejudiced eyes; they select for investigation the external things of advertising; they investigate them under conditions that are not parallel to actual business conditions; they report their findings with professorial aplomb; and they do not candidly and sufficiently explain that their conclusions concern only the particular investigation in hand and must not be applied to other conditions unless exactly similar.

Thus Professor Münsterberg starts out to investigate the relative importance to an advertisement of *size* and *frequency of insertion*. A very nice little question, indeed! He admits it is complicated by other considerations than size and the number of times run, but he wants very much to investigate these two and so he strips away all these other considerations — precisely those which make it a *business problem* instead of a psychological inquiry.

Having thus limited the question, he puts it up to a class of students or friends. It is a "test," academic, unnatural, different in all ways from the conditions under which advertising is ordinarily read. It is only one test, yet its results are reduced to percentages and the whole thing gets out into public circulation with the eminent psychologist's endorsement and, what is more important, without adequate warning that the utmost possible value that can be given to such an investigation is a faint *suggestiveness*.

Professor Münsterberg is, indeed, the first to admit it, but he admits it in only a half dozen lines and then gallops through ten times as many pages in the opposite direction.

We are not prejudiced; we must all admit that many interesting and doubtless important things may possibly some day come out of these psychological investiga-

tions. The point is that they do not and cannot get understood and applied in their present shape. They impress and influence but they are not accepted as offered. And the reason for this is that they go too far in their assumptions, they are too theoretical; certain things are at length assumed to be true—if all other modifying factors are constant. And, as we know, the other modifying factors—the more important, by the way—never are constant.

So there you are! What's the use—except as a step in the study of all the factors? And even so, it should be so stated and made plain.

Who can feel after reading Professor Münsterberg's description of his experiment that he has made out a complete case for repetition as against size of the ad? Another test might show very different results. How can the matter be tested under normal selling conditions? What are normal selling conditions? What are the other factors that modify size and repetition? Have they been studied?

The bane of the advertising world to-day is that it attaches so much importance to the external things of advertising and so little to the inward animating spirit. Professor Münsterberg, however he may disclaim it, actually supports and fortifies this view, as do most other psychologists. There is in all of them the same edging away from the core of things and the same perverse determination to find in mechanical details the secret of advertising success. We do not quarrel with investigations, psychological or otherwise. We do not cavil at reports of such investigations. But we do demand a proper perspective and right relation in them.

### **Pictures, as Well as Words** **May Lie**

In a recent case before the Supreme Court of the District of Columbia, a domestic manufacturer of macaroni was found guilty of misbranding his product, because not only were words used

on the labels that suggested an imported article, but a design was employed that showed two figures extending hands and holding the flags of Italy and the United States.

The Court held that such pictures were as likely to deceive as actual statements.

The air is becoming thick with these straws that show the direction of the wind of public and judicial opinion. They are wise who seek the protection of the cellar before the gale of condemnation sweeps them down.

### **Package Insert Advertising**

Next week PRINTERS' INK will publish the first of a series of articles dealing with the package insert as a *sales factor*—a factor of too little recognized value. A large number of advertisers have contributed in one way or another out of their experience, and by their co-operation have made it possible to provide some very interesting data and suggest some exceedingly important conclusions.

The different kinds of package inserts will be taken up, described, analyzed with reference to their distinctive selling or advertising power, and classified according to use.

The impression left on one who scans the data is that it would be a very good idea to catch and tame this insert idea while it is young. Few advertising men realize how much there is in it. Hundreds are using it, but most of them without having bestowed upon it the attention it undoubt-

edly merits. And thousands of others are not using it at all, whereas there appears to be little excuse for hardly any package of any sort going out to the consumer that does not carry an advertising message of some one of the dozen or more kinds catalogued.

Here are some of the advertising men to whom PRINTERS' INK has written, and merely mentioned a fact or two.

O. C. Mosley of Libby, McNeill & Libby, Inc., says:

We have had in mind using inserts and now we are doubly sure this procedure is correct.

L. C. McChesney, advertising manager of Thomas A. Edison, Inc., answers:

The idea is unquestionably sound and we probably ought to be doing a great deal more of it than we are.

W. G. Snow, advertising manager of the International Silver Company, says:

This is a subject the writer has had in mind for some little time, believing we were leaving a good chance to advertise uncovered.

Package insert advertising is *direct advertising* of high potency. The proposition is worth while looking into. The articles in PRINTERS' INK will almost surely stimulate new efforts.

### **SPECIAL MANUFACTURERS' TRAIN**

Twenty-eight cities in Indiana will be visited for seven weeks by a special train of manufacturers' representatives from Chicago in the first of a number of trips which may be the beginning of a radical change in sales methods. Seventy manufacturers have joined in the project which will include six coaches fitted as an exposition of the articles made by the participants.

The Man who knows what good printing will do for a business and can sell it—we want that man

### The Man

who knows (or will learn from us) how to size-up a business—its product, its selling methods, its standards, its personnel—and how to bring us into such relations with new clients that we can make the most money for them.

Our business is different from the usual fine printer's, and we want a different sort of man to represent us.

Bartlett-Orr Press

119 West 25th Street New York City

(Apply by letter only)

## POWER OF REPETITION AS AGAINST SIZE OF ADS, IN TESTS

EXPERIMENTS AT HARVARD PSYCHOLOGICAL LABORATORY BY PROFESSOR MUNSTERBERG SUPPLEMENT WORK OF PROFESSOR SCOTT—FREQUENCY OF APPEARANCE MORE IMPORTANT THAN SIZE UP TO A CERTAIN POINT—OTHER SUGGESTIVE CONCLUSIONS IN NEW BOOK ON "PSYCHOLOGY AND INDUSTRIAL EFFICIENCY"

By Charles W. Hurd.

Some interesting psychological tests of advertising have recently been made by Hugo Münsterberg, professor of psychology at Harvard University, to supplement the well-known experiments of Prof. W. D. Scott and other psychologists. Certain of Professor Scott's experiments dealt with the relative power of different sizes of advertisements. Professor Münsterberg's study concerned the effects of *repetition* of advertisements in relation to their size. The tests were carried on in the Harvard laboratory. They are described in the book which Professor Münsterberg has just issued, "Psychology and Industrial Efficiency," Houghton, Mifflin & Co.

After warning his readers that the attention-value and memory-value of an advertisement are by no means the same, and that memory-value is especially important, and summarizing the experiments of Professor Scott, he comes to his own experiments in the Harvard laboratory.

"Sixty sheets of Bristol board in folio size were covered with advertisements which were cut from magazines the size of the *Saturday Evening Post* and the *Ladies' Home Journal*," he says. "We used advertisements ranging from full-page to twelfth-page in size. Every one of the six full-page advertisements which we used occurred only once, each of the twelve half-page advertisements was given two times, each of the fourth-page size four times, each of the eighth-page size eight times, and each of

the twelfth-page size twelve times.

"Thirty persons took part in the experiment. Each one had to devote himself to the sixty pages in such a way that every page was looked at for exactly twenty seconds. . . . In twenty-three minutes the whole series had been gone through, and immediately after that every one had to write down what he remembered, both the names of the firms and the article announced.

"If these calculation values are added and the sum divided by the number of participants, that is, thirty, and this finally by the number of the advertisements shown, that is, sixty, we obtain the average memory-value of a single advertisement. The results showed that this was 0.44. But our real interest referred to the distribution for the advertisements of different size.

"If we make the . . . calculation . . . we find that the memory-value for the full-page advertisement was 0.33, for the two times repeated half-page advertisement, 0.30; for the four times repeated fourth-page advertisement, 0.49; for the eight times repeated eighth-page advertisement, 0.44, and for the twelve times repeated twelfth-page advertisement, 0.47.

"Hence we come to the result that the four times repeated fourth-page advertisement has  $1\frac{1}{2}$  times *stronger memory-value* than one offering of a full-page, or the two times repeated half-page, but that this relation does not grow with a further reduction of the size.

"Two-thirds of the subjects were men and one-third women. On the whole, the same relation exists for both groups, but the climax of psychological efficiency, was reached in the case of the men by the four times repeated fourth-page, in the case of the women by the eight times repeated eighth-page. . . .

"I am inclined to believe that the ascent of the curve of the memory-value from the full-page to the fourth-page or eighth-page would have been still more con-

**“YES, I KNOW**  
**—but when am**  
**I going to**  
**get those catalogs?”**

That's the thing that interests you most—not excuses as to *why* things are delayed.

You yourself know how serious it is to delay an edition of catalogs. Therefore, select your printer, not because he bids cheapest, not because he can print well, but first and foremost because you find that he is responsible.

The absolute responsibility of the Charles Francis Press rests upon its organization as well as its equipment to handle the biggest kind of a catalog order quickly and properly and to maintain quality throughout the edition.

It has been stated many times that ours is probably the best organized print shop in New York. We certainly have proved it many times in the service we render our customers.

When you plan your next catalog remember that we are equipped to give you close co-operation in every stage of the work. We will prepare it for you, if you wish. Our capacity for quick production can be measured by the fact that we have two binding machines that will deliver 50,000 standard magazines daily.

Why don't you take advantage of the service we can give you?

**CHARLES FRANCIS PRESS**

30 WEST 13th STREET ::: NEW YORK CITY

tinuous, if the whole-page advertisements had not naturally been such as are best known to the American reader. The whole-page announcement, therefore, had a certain natural advantage.

"But when we come to another calculation, even the effect of this advantage is lost. We examined the relations for the first ten names and articles, which every one of the thirty persons wrote down.

"The probability of being remembered among the first ten was for the full-page advertisement, 0.5; for the half-page two times repeated, 1.2; for the fourth-page four times repeated, 2.9; for the eighth-page eight times repeated, 2.3, and for the twelfth-page twelve times repeated, 2.4.

"The *superiority of repetition over mere size* appears most impressively in this form, but we see again in this series that the effect *decreases* even with increased number of repetitions as soon as the single advertisement *sinks below a certain relative size*, so that the twelve times repeated twelfth-page advertisement does not possess the memory-value of the four times repeated fourth-page advertisement.

"If Scott's experiments concerning the size and these experiments of mine concerning the repetition are right, the memory-value of the advertisements for economic purposes is dependent upon complicated conditions.

"A business man who brings out a full-page advertisement *once* in a paper which has 100,000 readers would leave the desired memory-impression on a *larger* number of individuals than if he were to print a fourth-page advertisement in four different cities in *four* local papers, each of which has 100,000 readers.

"But if he uses the same paper in one town, he would produce a much greater effect by printing a fourth of a page *four* times than by using a full-page advertisement once only.

"As a matter of course, this would hold true only as far as size and repetition are concerned. Many other factors have to be

considered besides. Some of these could even be studied with our material."

Professor Münsterberg has other interesting chapters which the limits of our article do not permit us to more than touch upon. In one chapter he warns against making the advertisement or display too beautiful because that which is beautiful satisfies in itself, whereas the object of an advertisement or display is not final but *instrumental*.

He also points out that the demand for harmony between the product and its package and label is even more important than is commonly thought.

He suggests a way in which psychology may contribute towards the determination of unfairness or illegality in the matter of trade-mark, package and other imitations.

He describes the effort of a large credit bureau which is basing its information on a psychological analysis in addition to an exchange of ledger accounts. "Regular psychograms," he says, "are to replace the traditional vagueness."

In the closing chapter on "The Future Development of Economic Psychology," he says:

"The ideal solution for the United States would be a governmental bureau for applied psychology, with special reference to the psychology of commerce and industry, similar to the model agricultural stations all over the land under the Department of Agriculture." In conclusion he says:

"This leads to the demand for the large establishments to appoint professionally trained psychologists who will devote their services to the psychological problems of the special industrial plant.

"There are many factories that have scores of scientifically trained chemists or physicists at work, but who would consider it an unproductive luxury to appoint a scientifically schooled experimental psychologist to their staff. And yet his observations and researches might become *economically the most important factor*."

THREE-RING ADVERTISING

BURNHAM & MORRILL COMPANY  
PORTLAND, ME., Apr. 8, 1913.

Editor of PRINTERS' INK:

The inclosed effusion arrived in this morning's mail. This is certainly a splendid example of "English as she is writ." It may be possible that some of the other readers of PRINTERS' INK will laugh at this as much as we have done. The italics are mine.

H. H. SOUTHGATE,  
Advertising Manager.

GOLLMAR BROTHERS  
MINNEAPOLIS, MINN.,  
April 7, 1913.

READ CAREFULLY

NOT PERSONALLY ADDRESSED  
BECAUSE WE DIDN'T  
HAVE THE TIME.

This letter brings us face to face on a straight business proposition. Gollmar Brothers, America's Greatest Show and Circus Programme, is sure a winner. Judicious advertising brings the producer and consumer closer together. It eliminates a host of agents, canvassers, peddlers and middlemen.

These programmes are distributed and passed out to the crowds and carried to all the factory towns, villages, country towns and reservations as well. *A circus is an attraction to the tottering old and to the babbling young, and no matter how wise and blasé or sour is the*

man, the circus is sure to touch him at some human-interest point. A circus is a typical American amusement and it goes to the newest towns in America. The most reliable circus programme that was ever put out.

Gollmar Brothers' Circus has a splendid equipment of modern invention, popular, esteemed, supreme success, and the protection of an immense capital investment. The programmes are looked after with extraordinary care and value, and few can duplicate our distribution. Remember, we can sell your story on our system of doing things, because of the very fact that we are with the crowd and have the experience necessary under our guidance. We can assure you that your best interests will be carefully looked after during the season of 1913 in this circus programme. *Make your plans now, truly staple in value, for we know how* No "ad" too large or too small to receive our personal attention. We are sufficiently experienced to handle them. *We do business according to the Marquis of Queensbury Rules.* Nobody wants anything and everybody has everything.

This programme gets the very essence of hospitality and attention, and the multitudinous circulation will surely bring results. *We guard against deterioration and do our very best at all times.* Look into this as it will pay you. The show starts in May.

HAUSER & HAMILTON.

Thos. H. B. Varney.

534 - 540 20TH ST.

OAKLAND, CALIFORNIA

OUTDOOR ADVERTISING

OAKLAND  
IS THE  
TERMINUS  
OF 5  
TRANSCON-  
TINENTAL  
LINES

PLANT  
AND  
SERVICE  
UNSUR-  
PASSED

BILLPOSTING  
PAINTED  
BULLETINS  
WALL  
DISPLAYS

OAKLAND ALAMEDA  
BERKELEY

## SAYS HIS PRACTICE DOES NOT REFUTE HIS THEORY

THE COMMERCIAL-REVIEW.

PORTLAND, IND., Apr. 7, 1913.

In the controversy which has long waged about the flat rate I am reminded of the observing but unlettered individual who watched the "white wings" at their labors. "There's too much multiplicity of avocation for them," he declared. "One brushes together the refuse into a pyramid, and the wind scatters it. Then another one brushes it up into another pyramid, and the wind scatters that. And so it goes *ad infinitum*." And so it will be with the flat rate.

In a letter reproduced in your issue of April 3, Grafton B. Perkins again enters the lists; presenting what he terms in substance my own reversal in practice of a flat rate theory. But his singleness of purpose has prevented a clarity of analysis. In other words, to draw one conclusion he has argued from the divergent premises of my declaration that rate should be based primarily on cost of production, and his own contention that the finished product, the printed advertisement, should be marketed on the quantity discount basis of the ordinary products of commerce.

The defense, as Mr. Perkins says, having rested its case, permit me a Parthian shot.

The *Commercial-Review* flat rate, to be specific, was reached after an exhaustive cost system had showed actual costs of production. With the positive factors of publication at hand it was easy to determine the average rate at which all advertising would contribute its quota of reasonable profit. This irrespective of the form in which copy reached us. While, as Mr. Perkins says, the larger advertisers use mats and plates, that method is pursued solely that they may obtain exact typographical values, border effects, etc. Thus because an advertiser offers his copy in plate form, it is no reason why he should be exempt from the proportionate burden of costs. But so much for a flat display rate which, in spite of Mr. Perkins' strictures, has concretely demonstrated its value, both in profit and volume of business, which offers a fully satisfactory proof of merit.

However, a *Commercial-Review* rate card advises him that reading notices are five cents a line up to ninety-nine lines and four cents above that figure. And this is termed "ammunition" which effects a *reductio ad absurdum*. But the point is here: Reading notices do not fluctuate in composition cost. And I believe at this point my jousting friend finds his lance broken in these flat-rate lists. February 13 I wrote "I raise no argument as to the soundness of the quantity discount in relation to stable commodities." Reading notices are stable commodities of advertising. Cost of production for every linotype line is identical, and overhead expense and cost of material remain constant. Thus I am in no wise refuting my statement, retreating from my position as to theory, or repudiating it in practice.

Indeed, I would repeat, that unless my own experience is peculiarly extraordinary, publications of every character would extend their fields of advertising, would gain a greater volume of advertisers' good will and would build their profits on a more stable foundation by arriving at and adhering to a flat rate.

NOBLE T. PRAIGG.

## CRUEL COPY-WRITER

QUEBEC AD CLUB

QUEBEC, April 12, 1913.

Editor of PRINTERS' INK:

We hear a lot about the callousness of the "Joy Rider," but take a look at the upper picture in this Dunlop tire ad.

How could he be so heartless as to pass on after running over his victim, leaving him submerged in a river of

## CONFIDENCE vs. FEAR

This man drives on the wet asphalt without fear. No Chains! No Skidding!

DUNLOP TRACTION TIRES - CONFIDENCE

A FAMILIAR SIGHT IN BIG CITIES

ORDINARY NON-SKID TIRES - FEAR-

This man must drive "half-and-half," or put on chains. No Confidence! No Speed!

mud with only the hands outstretched in a despairing appeal?

FRANK JONES.

## KLAU-VAN PIETERSOM COMPANY CHANGES FIRM NAME

The Klau-Van Pietersom Company, a Milwaukee advertising agency, has filed papers at Madison, making application to change the firm name to Klau-Van-Pietersom-Dunlap, incorporated, and to increase their capital stock to \$50,000.

There will be no change in the personnel of the firm, W. F. Dunlap having been financially interested for over five years. The increase in capital stock will be taken care of by the present subscribers.

The officers of the firm are Gustav W. Klau, president; Anthony Van Pietersom, secretary and treasurer, and Walter F. Dunlap, vice-president.

## MATHEMATICS AS AN AID TO ADVERTISING AC- CURACY

PRECISION IN MAKING THE APPROPRIATION COVER THE SPECIFIED NUMBER OF MEDIUMS NOT SO DIFFICULT AS SUPPOSED

By Thomas Russell,  
In The Consultant, London, Eng.

No heresy is sturdier or more mischievous than the hoary error that "there is no certainty in advertising."

There is no certainty in cricket; but this does not prevent a man trying to make the ball go where he wants it to go. Once the ball is out of the bowler's hand, or off the batsman's bat, its fate is at the mercy of several accidents—the state of the wicket, the disposition of the field, even the wind. Once an advertisement is launched, it is at the mercy of circumstances similarly variable—the weather, the news, and all sorts of things. The cricketer does not abandon the effort to overcome all the elements of chance. But many an advertiser gives himself up to despair.

### CONSTANTS AND VARIABLES

He despairs, very often, too soon. No mathematician puts aside a problem as incalculable because the functions involved are not constant; otherwise there would be no algebraical calculus of probabilities. In any advertising campaign there are factors which are constant and factors which vary. The cost price of the goods and their nature, and probably the selling price to the public, are constant. The *media* of advertising employed, the circulation and influence of newspapers, and the effectiveness of "copy" are variables. The algebraical calculus of probabilities is employed in the exact sciences and in the most exact business in the world—life insurance. If advertisers in general had the mathematical training of actuaries they would not treat advertising as a speculation. They would calculate

the limits of variation, and having ascertained them, would be able to bring the uncertainties of advertising within measurable and measured limits.

### ACCURACY IN THE LOWEST TERMS

Such factors as the positive value per inch per thousand of newspaper space, the relative value per thousand of halfpenny, penny and threepenny circulation, the proper proportions of illustration, display and argument in copy, and other rather elusive points in policy, are capable of a much more precise consideration than they receive. But the object of the present article is to discuss only the very simplest methods of accurate management, such as it is not too much to ask that any advertiser should adopt.

Take, for example, the allotment of money to a campaign. After an appropriation is laid out and the advertising started, nothing is more common than for the list to be increased. A good canvasser comes along and a contract is given him; or the advertiser meets an old friend at the club or on the links and is talked into a new paper.

Now, canvassers are very valuable people. Those of them who are competent can give an advertiser or agent useful information. But the time for using them is before the appropriation is settled, not afterwards. A well-planned appropriation is balanced in its details. Put the thing into algebraical shape and you get the idea clearly enough. The amount to be spent is a fixed quantity; call it *a*. For the sake of simplicity, let us treat press advertising as if it were the whole of what had to be provided for; exactly similar but more complex reasoning would apply to a mixed campaign.

The advertiser will divide his press appropriation into parts. Let us suppose that he intends to use (1) daily papers, (2) country weeklies, and (3) weeklies of general circulation. The proportions to be spent on each have to be determined. I will call them *x* (dailies), *y* (provincial weeklies),

The average number of insertions per year among the advertisers' in

## PHYSICAL CULTURE

who key their advertisements, is better than eight.

Circulation of wonderful vitality is necessary to produce this high average on keyed advertising. If you don't believe it, investigate and see how many monthly publications, if any, can duplicate it.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

**April, 1913, Gains 695  
Lines Over Best Previous  
April Number**

**You know  
Good personal letters  
Get the business**

—and at less cost than a salesman.

Well; last month we produced 340,000 such letters for 40 N. Y. firms. Most of these firms have been with us year after year.

A 10,000 letter campaign, including letterheads, envelopes and return envelopes, printed on good bond stock; multigraphing, filling in, addressing and mailing will cost you \$180 plus postage.

We stake our four years' reputation that these letters will be mechanically perfect.

We have a man who knows pretty well what *not* to do and a good deal of what *to* do on planning and preparing sales-letters.

He will be glad to talk with you (without obligation) if you will just phone 5748 Cortlandt.

Out of town clients should write for our mail service.

**N. Y. Letter Co.**  
142 Fulton St.  
N. Y.

and  $z$  (weeklies of national influence.

Then

$$a = x + y + z$$

and of course

$$a - (x + y) = z$$

$$a - (a + z) = y$$

$$a - (y + z) = x$$

The particular results arrived at will determine the proportion which should subsist as between  $x$ ,  $y$  and  $z$ ; the effort to use concentrated influence on local populations, in order to help trade organization, will determine how much of  $a$  should be spent on  $y$ , and so on. But how often does an advertiser settle in his own mind, and according to any definite plan, how much money shall be devoted to each of the purposes which the three classes of *media* respectively subserve? Nine times out of ten he chooses the papers first and allots the money afterwards, according to the cost of space, instead of deciding what he wants his advertising to do, and selecting *media* and space accordingly.

Therefore it is not surprising that he can be talked into upsetting the whole proportion of things. Someone calls in and gets an order for country weeklies, let us say. One of two things then happens. Either the value of the new order is added to the appropriation, and the advertiser's agent earns a little extra commission; or else the new money is taken away from something else. You can therefore (calling the value of the new order  $m$ ) either

$$a + m = x + (y + m) + z$$

or, perhaps, take the money away from one of the other two, producing an effect like this:

$$a = (x - m) + (y + m) + z$$

In every case the proportion first agreed upon as the right proportion is upset.

Assuming the original allotment of money to various classes of *media* to have been sound, you ought not to add anything to one part of the appropriation without increasing proportionately the other parts. The total increase, therefore will not be  $m$  (the

amount added to  $y$ ), but a new quantity, which may be designated  $n$ . The following equation:—

$$a + n = \frac{x(y + m)}{(y + m) + \frac{y}{z(y + m)}}$$

increases  $x$  and  $z$  in the proportion as  $y$ . There are students of the economics of advertising who would contend that  $x$  and  $z$  ought to be increased in the proportion of their relation to  $y$ , namely,

$$y : x :: \frac{m}{y} \text{ and } y : z :: \frac{m}{y}$$

when of course  $x = \frac{xm}{y^2}$  and  $z = \frac{zm}{y^2}$

would represent the increase of London dailies and weeklies respectively. But this is perhaps looking too minutely into matters for a workaday world.

I am not arguing that an appropriation, once fixed, should never be altered, but only that the alteration should be made on some sort of principle. Second thoughts are often best; but the better the first thoughts, the less necessity there is for thinking again. If advertisers had a good conscience about the making of their appropriations in the first instance, they would not so lightly alter their appropriations afterwards. It is sloppy, inaccurate work at the start that lead to changes on the way.

It is where advertisers do not give accurate thought, or buy accurate thought in the shape of consultation that advertising is regarded as a gamble instead of an exact business.

#### CHICAGO'S SALE OF MUSIC GOODS

Chicago annually sells music goods amounting to \$28,000,000. The sheet music sold totals \$1,500,000 according to recent figures compiled by the Chicago Association of Commerce. The band instrument trade has grown immensely in that city in recent years and the phonograph business has quadrupled in two years. Nearly 25 per cent of the pianos sold have player mechanisms, and the capital in the Chicago piano business amounts to \$20,000,000.

Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

## The New Orleans Times-Democrat

(The "South's Greatest Morning" Daily)

Has more readers in New Orleans and vicinity than any other Daily and Sunday newspaper.

THE TIMES-DEMOCRAT gives its advertisers by far greater results than any other, and in many instances greater than all other New Orleans papers combined.

It is also the recognized "Want ad" medium of the South.

For rates address THE TIMES-DEMOCRAT, New Orleans, La., or our foreign representatives, Cone, Lorenzen & Woodman, New York, Detroit, Chicago, Kansas City, Atlanta.

When we introduced the new **Collector's Department** in January, 1913, we added one more feature to the magazine that would appeal to every reader. Such instances ought to suggest that

## The Proof

of the wisdom of placing Quality first in the selection of a proper medium for reaching people who buy is to be found in the fact that concerns which advertised 8 years ago in the first issue of **AMERICAN HOMES AND GARDENS** remain as advertisers in the columns of this magazine today.

June forms close May 5.

Page (8½ x 12) \$135

Magazine Page \$60

### American Homes and Gardens

MUNN & CO., Inc.

Publishers  
361 Broadway  
New York

**500 Regular Advertisers use  
the pages of the**

## Farmers' Home Journal

of Louisville, Ky., regularly

They have been on our books for years, and they were augmented in our Spring Horse and Livestock Number, March 22, by 250 more who wanted to take advantage of that particular issue.

Most of these advertisers are people who are close to the farmer; who have implements, fertilizer, and horses to sell. They know whether they are getting results. The fact that they have been with us for years, and are continuing to use our pages, is the best testimony we have to offer as to the value of the space we have for sale.

### The Farmers' Home Journal

LOUISVILLE, KENTUCKY

Established 1865.

## SOME THINGS I LEARNED WHILE SPENDING A MILLION DOLLARS

HOW MUCH SHALL BE MANUFACTURED TO MEET THE NEEDS OF THE ADVERTISING?—INTERESTING EXPERIMENTS THAT ESTABLISHED PRECEDENTS—THE KIND OF CAMPAIGN THAT FAILS BEFORE BEGUN

By William Thompson,  
Formerly Vice-Pres. and Gen. Mgr.,  
Kalamazoo Stove Company.

### II

The pulling power of advertising for the first six months is a matter of conjecture, and the manufacturer must gauge his output according to his faith in the demand that will be secured through his advertising efforts. If he has had some previous experience in selling through salesmen and dealers, this will aid him very much.

My effort to gauge the demand for stoves through the pulling power of advertising was based principally on the faith I had in advertising and the knowledge of the usual seasons for sales of stoves. I applied this knowledge in estimating the number of stoves to be made, by this experience.

The Kalamazoo Stove Company began to advertise in March, 1902, and to manufacture stoves at the same time. We used 28- and 42-line copy. Our sales in April were two stoves, and in May, June, July and August we sold an average of thirty stoves for each month and thought we were doing fine. Our sales in September were greater than the previous five months; October was more than 100 per cent increase over September; and November and December, usually very dull months for the sale of stoves, continued to increase.

About the first of January it is customary for stove manufacturers to make up an estimate of the various kinds of stoves that are expected to be sold during the coming year, and our previous experience of several months enabled us to determine the num-

ber of stoves we would sell for 1903, and that year's business proved that we were somewhat conservative in our estimate.

Beginning in January, our advertising copy in the various mediums showed cooking stoves and ranges; in July and August it had pictures of both cooking and heating stoves, and quite frequently we specialized on some particular kind of heating stove.

The result of combining this way of manufacturing with sales promoted by an advertising campaign was about the same as if we had made the effort through salesmen and dealers.

CAN'T FORECAST HOW COPY WILL PULL

I am not inclined to believe that there is any predetermined method of estimating the pulling power of a given piece of copy or of a number of mediums; there is much guesswork in it. We might determine to increase the sales of some particular stove by advertising it in mediums that circulated in localities where the use of a particular style predominated.

I can say that we had a "hunch" about what we would get from the money we spent in the various mediums. These were about as capricious as March weather, sometimes one from which we expected a given result would fall down, yet more than we lost on that would be overcome by increased returns from an unexpected source. I believe that every advertiser has this same experience. Because some mediums from which we expected large returns failed to bring them in, it did not follow that we lost faith in it; on the contrary, we knew by past experience that sooner or later it would come to the front.

In the beginning of this article I used the word faith, and I wish to lay further emphasis on the word. I am convinced that an advertiser who has not yet reached the point where success lies within his grasp should repeat to himself continually faith, faith and always faith. There is no word more potent or powerful or truthful to encourage an advertiser.

## The Knickerbocker Press

### Is Albany's Big Medium for Automobile Advertising

Albany, N. Y., is the seventh wealthiest city per capita in the United States, the second wealthiest per capita in New York State.

#### ALBANIANS BUY AUTOMOBILES AND BUY GOOD ONES

Albanians who buy autos read The Knickerbocker Press.

During the month of March, 1913, the following volume of Automobile Advertising appeared in Albany newspapers:

The Knickerbocker Press, 1,819 inches	
Times-Union - - - -	518 "
Journal - - - -	314 "

The Knickerbocker Press carries this great amount of Automobile advertising for ONE REASON ONLY—It Produces Best.

### THE KNICKERBOCKER PRESS

ALBANY, N. Y.

John M. Branham Co., Representatives.

### "By Jove

that's great—just what I wanted!" exclaims the busy lawyer.

"Here's a magazine that helps me in my daily work and does it entertainingly—I'm going to bind the back volumes, ads and all."



Advertisers will be interested also to know that some recent numbers are selling for \$1.00 apiece.

## Case and Comment

The Standard Magazine for Lawyers—19 Years in Field

ROCHESTER - - NEW YORK

## THE POLICY FOREDOOMED TO FAILURE

If a manufacturing concern fails to give the advertising man a chance to know something about the factory end of the business, that concern begins its advertising career, and perhaps that of its whole business, with the word "failure" pasted prominently all over the plant. It is inconceivable that any concern should be so narrow-minded. We will accept as a truth that the advertising man is capable of filling all the requirements in his line; that he is capable of producing copy; that he can determine the proper mediums, the amount of space to be occupied, the best season to use these mediums; *but if that man cannot have an opportunity to know everything about the factory or business he is advertising, he cannot be of any real benefit to that concern.*

The advertising man is the producer of sales. He must be able to formulate selling reasons for the concern that will keep the factory on the go all the time. So give him full and free access to the shop, let him see, hear and learn all that can be obtained from every source in the concern. Being an expert in his line, he may be able to suggest changes that will be a great big advertising feature, thereby turning into success a campaign that otherwise might be a failure. Let him know if the concern is giving every effort to produce an article that is worthy of advertising force. He should be given an opportunity to talk direct to the factory manager, thus learning many of the details of the product and, being possessed of that advertising knowledge, able to suggest improvements.

## EXPERIENCES WITH FOLLOW-UP

One thing that developed from our experience was the lack of additional sales from the usual "follow-up letter." We gave this system a great deal of attention, and finally I determined to abandon it, and in its place mailed a well-printed circular, with large pictures of stoves and ranges. Our name and address were prom-

inent, so that if the reader did not care to go over all the reasons again, why he should buy a stove of us, I knew the picture had been seen and the name of the company again impressed on him. How many business men read a follow-up letter? The only thing receptive about a follow-up letter to my mind is the waste basket.

I believe the experience of a successful mail-order campaign will give the sales manager a better knowledge of the human elements that will help the sale of any article than any other experience he could have. He "gets next" to the final buyer, he learns from first hands many things that the dealer will give no attention to, and in these days of salesmanship it seems to me that the dealer takes just the amount of interest in selling an advertised article that the public forces on him by demanding that particular article in preference to any other he may have.

I can see no reason why the adoption of the pulling power of mail-order copy cannot be used by many advertisers who sell through retail dealers. Of course, changes are necessary, but at the same time the mind is more easily influenced by certain kinds of humanly put together words than it is by high flights of rhetoric.

## DISCOURAGING UNSOLICITED CONSIGNMENT

A French medical weekly records a way of discouraging over-enterprising tradesmen. One of these sent a Strasbourg doctor a box of cigars, which had not been ordered, together with a bill for fifteen marks. The accompanying letter stated that "I have ventured to send these on my own initiative, being convinced that you will appreciate their exquisite flavor."

In due course, the doctor replied: "You have not asked me for a consultation, but I venture to send you three prescriptions, being convinced that you will be quite as satisfied with them as I am with your cigars. As my charge for a prescription is five marks, this makes us quits."—*London Chronicle*.

## NEW AD CLUB AT FALL RIVER

An advertising club was recently formed at Fall River, Mass. It is planned that a weekly dinner shall be held, to be followed by a regular meeting. Specific subjects will be discussed.

## THE ASSOCIATED PRESS AS A BUSINESS ORGAN- IZATION

PRESIDENT OF FAMOUS NEWS SERVICE DESCRIBES ITS GROWTH, EXPLAINS ITS FUNCTIONS AND DEFENDS IT FROM ATTACKS AS A MONOPOLY

By Frank B. Noyes,  
President Associated Press.

[EDITORIAL NOTE: In view of the regular annual meeting this week in New York of the members of the Associated Press, the following quotations from Mr. Noyes' article in the *North American Review* for May are of timely interest.]

*The following parts of a copyrighted article in the May number of the "North American Review" are quoted by permission:*

The Associated Press of to-day is the outcome of a many-year struggle between two opposing systems. One, that of news-gathering concerns with private or limited ownership which dealt at arm's length with newspapers to

which they sold news at such profit as might be secured, and over which the newspapers who bought from them had no more control than over the paper-mill supplying them with print paper.

The other system is based on the theory that a powerful, privately owned and controlled news-gathering agency is a menace to the press and people.

Determined to establish an agency subject only to the control of the newspapers for whom it acted, in 1893 a group of Western men composing the Western Associated Press began a fight to attain this end, and since that time a contest between these two opposing principles has been waged. In asserting that The Associated Press, as to-day constituted, is the servant and agent only of the newspapers for which it acts, I have no thought of minimizing the tremendous importance of the work it does as such an agent, but wish simply to emphasize the thought that properly speaking it

### Mr. Manufacturer:

If you are interested in increasing your sales or getting proper distribution and co-operation in WASHINGTON we can do the trick.

An unbiased specific report on your competing products without cost or obligation of any kind on your part before we take up the subject of localizing your advertising with proper co-operation. Address at once,

THE EVENING STAR  
WASHINGTON, D.C.

## Do You Wish To Reach the Medical Profession?

If you do, it will pay you to investigate

### "THE BIG SIX"

—a combination of six of the foremost monthly medical journals of the country. At reasonable cost these publications assure an audience of over 100,000 different doctors every month. Send for full information.



### THE ASSOCIATED MEDICAL PUBLISHERS

S. DeWITT CLOUGH, Secretary

M. W. CHILDS, Western Representative  
Tribune Building, Chicago, Ill.

A. D. McTIGHE, Eastern Representative  
286 Fifth Avenue, New York, N. Y.

has no entity of its own, no mission save to serve its members.

Its members are scattered from the Atlantic to the Pacific, from Canada to the Gulf, and represent every possible shade of political belief, religious faith, and economic sympathy. It is obvious that The Associated Press can have no partisan nor factional bias, no religious affiliation, no capitalistic nor pro-labor trend.

Its function is simply to furnish its members with a truthful, clean, comprehensive, non-partisan—and this in its broadest sense—report of the news of the world as expeditiously as is compatible with accuracy and as economically as possible.

To do this the newspapers composing its membership contribute first, the news of their localities and second, weekly assessments of money aggregating about \$3,000,000 per annum, with which an extensive system of leased wires is maintained (22,000 miles of wire in the daytime and 28,000 miles of wire at night), bureaus in the principal American cities supplementing and collating the news of local newspapers and bureaus for the original collection of news throughout the world. \* \* \*

The method of collecting foreign news has been greatly changed in recent years. Formerly The Associated Press collected its foreign service in London, receiving the news there of the Reuter Company, of the Wolff Agency of Germany, and of the Havas Agency of France with smaller affiliated agencies in Italy and Spain.

The objection to this method was that the news as received in London was alleged to be impressed with an English bias—in any event it was concededly not collected from an American viewpoint.

To meet this criticism The Associated Press has established regular bureaus of its own in all the great news centers, and now maintains offices and staffs in London, Paris, Berlin, Rome, St. Petersburg, Vienna, Tokio, Peking, Mexico City and Havana, in addition to hundreds of individual cor-

respondents scattered through the world.

It is probable that in the foreign news field the extraordinary genius of Melville E. Stone, the general manager of The Associated Press, has been most strikingly exhibited. Just prior to the Russo-Japanese War Mr. Stone secured from the Tsar of Russia the abolition of the censorship, and newspaper men still remember the remarkable frankness with which the Russian Government gave out the news of Russia's reverses in that conflict.

Orders expediting the messages of The Associated Press were issued at his instance by the German, French, Italian and Russian Governments, and as a result it has come to be common for European capitals to get the first news of continental events through Associated Press reports cabled back from New York. \* \*

It is not, naturally, to be claimed that no mistakes are made. They are made and will be made. But in the very nature of the business, with the heart so worn upon the sleeve, detection very swiftly follows, and the mistakes are few and far between.

The desire to enlist The Associated Press in propaganda or advocacy is usually to be found at the bottom of criticisms of its service. Added to this often is misinformation as to the real facts and sometimes, though happily rarely, actual malice.

The service from Russia, for example, has been harshly criticised by some who thought that the province of The Associated Press was to undertake a crusade against the Russian Government because of its anti-Semitic attitude. Our theory of our obligations is that we should report the facts as they occur, without fear or favor, but that it is no part of our duty to draw indictments save as the facts alone are damning. \* \* \*

Another cause of frequent misapprehension is in the general tendency of newspaper readers to attribute anything seen in print to The Associated Press, and it is constantly necessary to explain

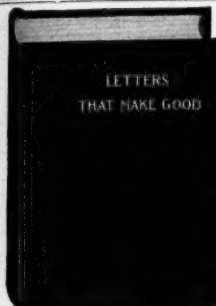
that some violently partisan or inaccurate article was the work of a "special" and not a part of our service.

Away back in the middle of the last century an alliance, offensive and defensive, existed between the old New York Associated Press, a news-selling organization owned by seven New York papers, and the Western Union Telegraph Company, under the terms of which the New York Associated Press dealt solely with the Western Union and the Western Union in turn gave discriminating

rates and advantages to the New York Associated Press.

Although this arrangement (in the light of to-day a very improper one) was abolished more than thirty years ago, many people think that it still exists, and occasionally someone arises fiercely to denounce this unholy alliance.

The simple truth is that The Associated Press has during all these thirty years and more paid exactly what other news associations pay, and that the rates charged by the telegraph compa-



## Get This Big New Book

Edited by George W. Poole, Jonathan John Buzzell, George French and George W. Coleman.

Seven chapters by leading advertising experts. **306** of the best letters ever used by over **100** successful advertisers. **50** pages records and analyses. Greatest work on letter writing yet published.

**306** letter headings in colors. This is not a one-man book. Over **100** advertising men have helped to compile it.

**500** pages  $8\frac{1}{2} \times 10\frac{1}{2}$  inches. Every page full of facts and ideas of great value to business men. Sent prepaid for \$5.00. Money back if not satisfied.

**American Business Book Company**  
251-257 Causeway St., Boston, Mass., U.S.A.

# Display Advertising Rate of The Milwaukee Journal Nine Cents Flat the agate line

In effect  
May 1, 1918

Basis of charge  
22,000 Circulation

## A Paper That Gets Into the Homes of the People

The Louisville Evening Post has always been pre-eminently the people's paper. It has maintained its place for 35 years as the best buy in the Ohio Valley newspaper field, because it has been able to reach the home—and stay there.

An instance of its constant and growing influence on the home was given during the past winter, when market conditions in the retail coal field warranted the Evening Post in bringing in from an independent mine, coal which is sold to the public at a reasonable price.

Order coupons were printed in the paper daily, and the quantity of coal thus distributed was

**13,000 Tons**

If you have anything to say to the people in this territory you cannot do it so thoroughly nor at so low a rate as in

### THE EVENING POST.

Louisville, Kentucky

John M. Branham Co.  
Boyce Bldg., Chicago

J. C. Witherdin  
Brunswick Bldg., N. Y.

Foreign Representatives

nies for the facilities furnished us are greatly in excess of those charged individual newspapers, and still more than those charged stockbrokers having leased wires.

The Associated Press leases wires, many thousands of miles of them, from the Western Union, the Postal, the American Telephone & Telegraph Company, and from several of the independent telephone companies.

The first three have a common basic rate, charging us \$24 a mile a year in the daytime and \$12 a mile a year at night. For exactly the same wire they charge an individual newspaper \$20 and \$10, respectively, and a stockbroker gets a still further reduction.

Far from receiving discriminatory favors, The Associated Press feels that it is being distinctly and heavily discriminated against.\* \* \*

From time to time some voice is raised denouncing The Associated Press in the same breath both as a monopoly and because it is not a monopoly, and insisting that it become a monopoly by admitting to its membership all desiring its service; the theory being that in some way the activities of the association impress it with a public use and subject it to the obligation of a common carrier to serve all comers.

From an ethical standpoint only, then, is there anything improper, unsafe or unwise in a group of newspapers, large or small, associating themselves together to do a thing each must otherwise do separately and of reserving to themselves the right to determine to what extent the membership of such a group shall be enlarged? \* \* \*

The obligations of a common carrier are, however, in nowise dependent on the magnitude of its transactions. The ferry sculled across a stream is just as much impressed with a public use as is the Pennsylvania Railroad. Each is a common carrier. It is the nature of the transaction and not its size that determines its obligations. As respects the question of common carriership, what is right for three to do is proper for

three hundred or for eight hundred to do.

To compel The Associated Press to assume an entity of its own and to serve all comers would, in my judgment, bring about a condition fraught with the gravest dangers to the freedom of the press and in turn to the freedom of the people.

At present about one-third of the daily newspapers of the country are represented by membership in The Associated Press. \*\*\*

In nowise desiring to become anything approaching a monopoly, The Associated Press has avoided even the appearance of any competitive price rivalry, admitting additional members solely on the ground of a common benefit to the members of a co-operative institution.

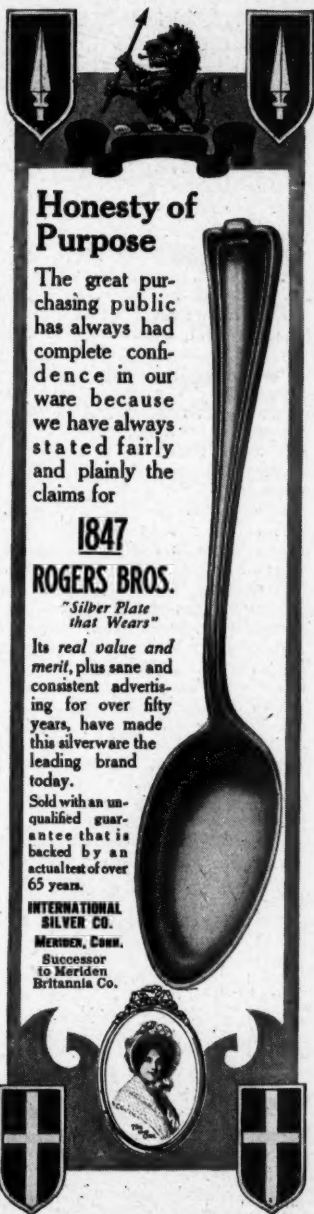
If by some occult reasoning The Associated Press could be held as a common carrier, these news-selling organizations would be wiped out and The Associated Press would, if the end sought for was accomplished, become a real monopoly and the incentive for co-operation no longer existing, it would naturally drift into a concern for pecuniary profit, in private ownership and subject to private control.

No more dangerous situation can well be imagined than the passing of the control of the greatest news-gathering and news-disseminating agency of the world from the hands of co-operating newspapers to the control of some individual interested in manipulating the news—the master and not the servant of the newspapers.

Because this danger would be so grave it will not come, but for another reason also, a very basic reason.

There can be no monopoly in news.

The day that it becomes apparent that a monopoly in collecting and distributing news exists, that day, in some way, by some method individual newspapers or groups of newspapers will take up the work of establishing a service for themselves, independent of outside control.



**Honesty of Purpose**

The great purchasing public has always had complete confidence in our ware because we have always stated fairly and plainly the claims for

**1847**

**ROGERS BROS.**

*"Silver Plate that Wears"*

Its real value and merit, plus sane and consistent advertising for over fifty years, have made this silverware the leading brand today.

Sold with an unqualified guarantee that is backed by an actual test of over 65 years.

**INTERNATIONAL SILVER CO.**  
**MERIDEN, CONN.**  
 Successor  
 to Meriden  
 Britannia Co.

## ADVERTISING CAMPAIGNS WHICH MIGHT HAVE BEEN FAMOUS

WHAT TO DO WHEN THERE IS  
"NOTHING TO ADVERTISE"—THE  
AGENT AND HIS CLIENT TALK IT  
OVER—NOT ALL FICTION BY A  
LARGE MAJORITY

By J. P. W.

"Let's be perfectly frank with one another," said the agent to his new client. "What have you got in your product which nobody else has and which nobody else can get?"

"Not a blamed thing," said the advertiser. "There's money to be made in this business, which I happen to have been brought up in. So I broke loose from the biggest house in the business and started in for myself. My product is just as good as any, but it is no better than two or three leading brands and it is mighty little different. Every concern making these goods is putting out the same types and styles, because the patents have all expired years ago. He would have to be a rare genius who could *improve* on the product without running the cost up to a prohibitive figure. So you see we really haven't anything which can be called exclusively our own—except the firm name and the labels."

"Can't you cook up an attachment and patent it?" asked the agent. "Don't matter whether it really does any good or not, you know—just so you can have something exclusive."

"Attachments won't work and aren't wanted," muttered the client.

"Patent the composition of the material, then."

"Secret process. Never do in the world. All my competitors find it out."

"Design a new surface pattern and patent that."

"Oh, no," said the advertiser wearily. "there's no use going over that again. There are forty-seven different patterns on the market already, none of them are anything more than talking points,

and the customer doesn't care anyway. I guess we'll have to fall back on the same old tale of 'best service for the money.'"

But the agent had a fertile imagination and asked for a day or two to think it over. When he came back he had the light of victory in his eye.

"Tell me," he began, "what is the first and most obvious characteristic about your product; the thing that first would suggest itself to a person who saw it casually in a show window?"

"It's made out of rubber," answered the client.

"All your competitors' goods are made out of rubber, too, aren't they?"

"Why, sure they are. Everybody knows that."

"Wouldn't you like," said the agent, impressively, "to have the public believe that your product is made out of a special material which can only be had in your goods? Wouldn't you like to force your competitors to advertise their goods by saying they are just as good as yours? Wouldn't you like to have every competitors' salesman boosting your product? *You can*, if you will just holler like the dickens that your goods are made out of rubber!"

"We won't *call* it rubber, though; not a bit of it. We'll advertise the goods like this:

"'Grogan Hot Water Bottles

"'made of the genuine

"'PARABAC

"'A product of the juice of the *siphonia elastica* mixed with common sulphur and other things in proportions known only to us. Only the purest and finest *siphonia* juice from Para, South America, is used, and the result is an elastic water bottle which conforms itself to the contours of the human body and lets the grateful warmth radiate from the water within, without unpleasant leaks. Insist upon getting only *hot water bottles made from genuine PARABAC.*'"

"At first your competitors will hoot because they will think it a joke to see you wasting space to

advertise something they have all got—for *siphonia elastica* is only a high-brow name for a rubber tree. Then, by and by, they will begin to wake up and discover that while they all have hot-water bottles made out of approximately the same stuff, none of them can call it PARABAC without advertising you. The public will think you have something exclusive, and the moment a competitor tries to tell them that it is nothing but rubber, they will think he is trying to substitute something inferior. The harder you holler about PARABAC, the more surely you will make it your own exclusive property, and the harder your competitors will advertise you by trying to tell the plain truth about it. I have scheduled the first full-pages for the first of May."

◆◆◆  
SOME THINGS TO CONSIDER IN  
WRITING AN AD

- Is it true?
- Is it too broad?
- Is it reasonable?
- Is it farfetched?
- Is it painfully funny?
- Is it grammatical?
- Has it too much novelty?
- Does it knock?
- Are there superfluous words?
- Is the language too flowery?
- Will it be understood by the average reader?
- Does your caption "say something"?
- Have you put the "punch" in?
- Is the first sentence worth reading?
- Are punctuation and spelling correct?
- Is the construction of sentences smooth?
- Is the ad likely to start a controversy?
- Is it contrary to the policy of the house?
- Is there too much copy for the size of type desired?
- Is the illustration dignified?
- Does it tell a story, *per se*?
- Does it fit the copy?
- Is it pleasing?
- Does the ad "look good" to you?
- Would you read it in a newspaper if you hadn't written it?
- Do you think it will interest the man who is to buy the goods?
- Deep down in your own heart, do you think it is a good ad?

◆◆◆  
MAHIN COMPANY'S DETROIT OFFICE  
DISCONTINUED

The Mahin Advertising Company has discontinued its Detroit office. D. Minard Shaw, who was in charge of the Detroit office, is again at the company's headquarters in Chicago.

# NEW Circulation INCREASE

Every Ambitious Publisher  
Wants to increase his  
circulation each year

OUR SERVICES  
Produce  
INCREASE  
of  
QUALITY  
at  
A HIGHER NET PRICE

than the Publisher  
can produce the  
same class of business.

**The Magazine  
Circulation Co.**  
(Incorporated)  
327-333 South Dearborn St.  
CHICAGO

## The Little Schoolmaster's Classroom

It's better to "eliminate the shop lingo" when you write to outsiders, unless you are sure the person you are addressing will understand the trade terms and expressions. A big mail-order house says that its correspondents are inclined to say such things to customers as "Your garment is in work," when the chances are that the customer has only a vague idea of what "in work" means; besides, it sounds ever so much nicer when you write that "We are now making up your suit and expect to be able to send it to you early next week." The first expression seems to suggest that the article in question is going through a mill, while the second carries the atmosphere of individual treatment.

\* \* \*

A retailer of Compo Board writes an inquirer that "We can quote you Compo Board at \$40." Of course, anyone accustomed to dealing in lumber and building material knows that the dealer is quoting the rate per thousand feet, but there are thousands of people interested in wall board who know nothing of the way lumber is measured. The full information ought to be given, and given with no air of superiority or condescension.

\* \* \*

The ability to see things from the view-point of the outsider is not only a requisite to the best sales correspondence, but a requisite to all other forms of good advertising. Don't be bothered by that oft-given advice that everything must be exceedingly brief. To be effective, you must give in detail the things that the prospective purchaser is likely to want to know about.

\* \* \*

Says the general manager of the mail-order concern already referred to:

"We don't guess as to what our customers want. We know. But if we let our buyers alone, they would be likely to buy the stuff that you see along Fifth avenue and Broadway. We send them out to the towns where our customers live, and they go around with lists of these customers. They ring doorbells and go in and talk. They stand around on Sunday morning and watch the people of these towns come out of the churches. And then they see what the women of these towns wear, and they can come back and buy the kind of merchandise that we can sell."

\* \* \*

"Advertising is full of surprises," says Justin McCarthy, advertising manager of Abraham & Straus, of Brooklyn. "Our rug buyer wanted a panel lifted out of our regular advertisement, printed on a piece of cheap paper and sent out to a high-class mailing list that we maintain. I had no faith in the scheme and told him so, but he insisted, and so we tried the thing out. The return was fine; it was remarkable. Another department head wanted the same thing tried out on his goods, and we tried it. This time the plan absolutely failed. Why? I don't know; but it shows that you can never be absolutely sure how appeals are going to strike."

\* \* \*

"I never allow one or two opinions to bring me to a decision," says another advertising manager, "because I find that often the man first heard from is the exceptional case."

"For example," he continued, "not long ago an advertisement that I got up was severely criticized by one man in our concern. As the advertisement was one written up to appeal to the average man, I thought I would make a few tests. I sent the ad-

vertisement around to several dozen men and had each express his opinion of the efficiency of the advertisement on a ballot, so that no man knew what the others had said. The result was that all but two of the men were favorably impressed by the argument of the advertisement.

"Some time ago the boss got a criticism on our special-price sales and was inclined to change his general plan to meet the views of this critic, until I pointed out that the change would mean inconveniencing a thousand customers to please this exceptional customer."

\* \* \*

"Yes," says the advertising manager of a big specialty concern in the Middle West, "reputation counts for a great deal in the advertising world, as it does elsewhere. Big things are being handed to me on a silver platter constantly now, just because of the prestige I have gained, and yet as a matter of fact, I was fundamentally as strong an advertising man ten years ago as I am to-day. But I couldn't get the attention for my ideas then that I can get now."

\* \* \*

Have you noticed how the Aetna Life Insurance Company carries out the idea of the coupon advertisement without taking up any of the space it pays for? The advertisement invites you to "write your name and address in the margin below," and thus the usual blank margin at the lower edge of the magazine page answers for a coupon. There's plenty of room, too, to write Christopher Columbus Cunningham plainly. This is what might be called "space efficiency," and the method is distinctive so long as only a few advertisers adopt it.

\* \* \*

James H. Collins drops a remark full of meat in the *Saturday Evening Post*, where he says that the efficiency experts have often gone wrong in standardizing and speeding up correspondence departments by failing to recognize that one letter written by one clerk may be worth one hundred written by another.

**SOMETIMES**  
We wonder if people who read advertisements ever think of the skill—the artistry—the knowledge of psychology—employed in putting into type the words they read.

*We specialize in  
ad composition*

**THE WILLIAMS PRINTERY**  
27 East 31st St., New York  
Telephone, 2693 Madison Square

## SOLD A LOT MORE

One of the general advertisers of the country has an agency in Janesville, Wisconsin, and the last time his representative called on the agent, he took the trouble to come to THE DAILY GAZETTE office to make this statement: "I want to congratulate you on the pulling power of 'The Gazette' and to say to you that our agent has sold a lot more of our goods since the advertising started than is usual in the average town. We appreciate a paper like 'The Gazette'."

A watchful eye to ward off fake advertising creates the confidence of our readers and has made "The Gazette" a strong medium.

**The Janesville Daily Gazette, Janesville, Wisconsin.**

M. C. Watson, Eastern Rep.,  
286 Fifth Ave., New York City, N. Y.

A. W. Allen, Western Rep.,  
1502 Tribune Bldg., Chicago, Ill.

## "FIRST HANDS" IN PREMIUMS!

All the sources of supply for quality merchandise used for premium purposes like wise advertising specialties and souvenirs. Free "Buyers' Information Service" to subscribers. **THE NOVATRY NEWS**, 218 N. Market St., Chicago; 130 big pages; illustrated; \$3 year; 30c copy, mail or news-stands. No free copies.

## WHICH IS THE BETTER ADVERTISE- MENT OF THESE TWO?

?

- advertise to farmers?
  - use the best trained farm paper copy writer in the business?
  - pay an honest value for his work?
- Then send full particulars to—

### Can You Use My Experience—

Farming in 6 States  
 Publicity manager for state institution for 3 years  
 Agricultural college department head for 3 years.  
 Well known agricultural writer and lecturer.  
 Advertising manager of large mechanical concern  
 selling to farmers 5 years.  
 Now department head with large agency.

?

If you need me tell me about it at Box 67 Printers Ink

## Agency Representative

If you can show a good record as a business getter, here is an exceptional opportunity to become a part of a well-known and recognized Agency about to open a New York City office. This is only for the man big enough to see the full advantages of a mutual alliance; one that would practically establish him in his own business. Must be a live, determined-to-get-there individual with sufficient business to warrant this unusual proposition. Address in confidence, "S. A.," Box 66, care Printers' Ink.

## Lincoln Freie Presse

German Weekly  
 LINCOLN, NEBRASKA  
 Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

CIRCULATION 125,667  
 RATE 35 CENTS

## ONE COPY LOST

of a file of PRINTERS' INK may make the balance of much less value. PRINTERS' INK binders will prevent accidents.

### Simple and Durable

65c each

At cost to us of manufacturing and shipping.

**PRINTERS' INK PUB. CO.**  
 12 West 31st Street, New York

Use your bright color sparingly in getting up the catalogue, the booklet or the folder. A great deal of expensive printing is spoiled by an overuse of bright colors. Nature furnishes us the finest examples of color harmonies, and she uses large areas of the restful greens, grays, etc., which she ornaments with only a little of the yellow, the crimson or the gold. Before the Schoolmaster lie two remarkably effective cover designs. One is a plain green, with gold-embossed title, and the other is a mottled cream paper, with just a hint of yellow here and there, on which is stamped a drawn italic title in gold. Neither page has any rule-work or any carefully worked out jimcracks, but they stand out in their striking simplicity and fine color harmony. It takes the master printer to do these simple things.

\* \* \*

Some time ago the Schoolmaster was asked for his opinion of the merit of a certain advertising plan. The thing, on the face of it, seemed cumbersome and shallow. But a trip was taken to a nearby city where the plan had had a thorough tryout. The results uncovered there proved that, cumbersome as the plan seemed at first sight, it contained a strong human appeal and was an excellent producer of new business. It doesn't pay to be narrow or cocksure in advertising; keep your mind open for the facts.

\* \* \*

The joke of the advertising world: the man who reads your one-cent letter and writes you a long argument to the effect that men won't read one-cent letters.

His cousin: the man who thinks that everybody else's ideas are mere "theories" and who, when he gets off his own ideas, takes the prize for impractical notions.

### EXCLUSIVE RIGHTS TO AMUND- SEN STORY DENIED "TIMES"

The United States Circuit Court of Appeals has sustained the action of District Judge Lacombe in dismissing the complaint in suits by the New York Times against the New York Sun and other newspapers to restrain them from pub-

lishing accounts of Captain Amundsen's discovery of the South Pole. The *Times* brought suit on the ground that it had obtained exclusive newspaper rights to the story through an arrangement with the United Newspapers, Limited.

According to this decision a newspaper cannot make use of copyright laws in seeking to prevent another newspaper from publishing information alleged to be exclusive to the former unless the newspaper claiming to have the copyright has filed two copies of the article in question in book form with the registrar of copyrights at Washington before bringing the action. It is said that the *Times* got an injunction against the other newspapers involved before it had received Captain Amundsen's story. Counsel for the *Sun* argued that the *Times* started its action prematurely because its copyright had not yet been obtained and there was no reason for granting an injunction to restrain the *Sun* from printing a story which had ceased to be news.

#### 50,000 PICTURES IN NATIONAL OATS CONTEST

National Oats offered \$1,000 January 31 for sketches by adults and school children of the "National Oats Girl" on the carton. Over 50,000 were received. The 200 prizes, from \$250 down, have been awarded by Hamilton King, artist and illustrator; Thomas Balmer, advertising director of the *Woman's World*, and Edward Beecher, head of the art department, D'Arcy Advertising Company, of St. Louis.

The firm gave a dinner to the judges and St. Louis business and advertising men. Will D. Simonds, advertising manager, was toastmaster. The principal speaker was John C. Reid, vice-president of National Oats Company. Others who spoke were W. C. D'Arcy, president of the D'Arcy Advertising Company; George Compton, president of the Compton & Sons Lithographing and Printing Company; A. O. Wilson, vice-president Station National Bank; Louis Hilfer, M. P. Linn and D. A. Bragdon, of the D'Arcy Advertising Company.

#### WOULD CENSOR POSTERS

Billboard posters showing burlesque girls dressed in tights are to have the attention of Major Funkhouser, second deputy superintendent of police, who is the censor of public morals, states a Chicago dispatch. The official is now organizing a board of censorship, and when it is finally decided upon one of the first things to be taken up will be this class of advertising.

"I would like to have torn down advertisements of a certain show in the city now," said the deputy superintendent, "but I realize that to do so now would only make better advertising for the performance."

"Advertising agents of theatres will be required soon to show their posters in the same way that motion picture men show their films. In this way anything objectionable can be suppressed."

#### DECISION ABOUT CORN PRODUCTS COMPANY AND "GLUCOSE"

Corn Products Refining Company is the beneficiary of a Supreme Court decision Monday which attracted little attention in Wall Street. Reference is made to the opinion of the highest tribunal that the Wisconsin pure food law is unconstitutional. One of the provisions of that statute—which, by the way, was the most drastic legislation of its kind yet enacted by any state—compelled the Corn Products Company to label as "glucose" the corn syrup which it retails widely under the trade-mark "Karo." When the law was passed, the company appealed to the Federal District Court but it sustained the statute. Then an appeal was taken to the U. S. Supreme Court and the decision of Monday declares the law void because in conflict with the Federal statute. The decision is important, not only because it affects the company's business in Wisconsin, but because it will have the effect of preventing other states from passing similar laws. It appears that legislation of a similar character is being urged in the states of Nebraska and Massachusetts in particular. Now this legislation cannot be enacted. The Corn Products Refining Company also is happy these days because of the proposed admission of corn free, as that is likely to enable it to buy its raw material more cheaply.—*New York Sun*, April 7.

## Copy Writer Wanted

Large metropolitan newspaper wants a man of ideas and initiative who can write strong, forceful copy. A man who believes in newspaper advertising and has had some experience in that line will be best able to fill the bill. "C. W.," Box 68, care of Printers' Ink.

# Classified Advertisements

## ADVERTISING AGENTS

**ALBERT FRANK & CO.,** 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

We believe an advertiser should know exactly *what* he is buying. So far as is humanly possible, we not only tell, but actually *show* plans, charts and other data, absolutely devoid of technicalities or "atmosphere." Write on letterhead for Portfolio of Proofs.

# HB

**HELLER-BARNHAM, Execs Bldg., Newark, N. J.**

## ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for twenty-five years the coal trades' leading journal. Write for rates.

**THE TEXTILE MANUFACTURER,** Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE** circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

**WHY DON'T YOU TRY THE DENVER WEEKLY POST.** Guaranteed paid circulation over 112,000, delivered by Uncle Sam—growing all the time—No street or newsstand sales. The largest circulation of any newspaper published between the Missouri River and the Pacific Coast. Classified ads 3c a word (caps headline count double). Display advertising rate 2c per line, \$3.50 per inch flat. Sample copy and circulation by states sent on request. We have no Eastern Representative—send copy direct or through any Recognized Agency.

## AD. WRITERS

## Illustrations

We make illustrations for every advertising purpose—and write copy, when desired. **ALFRED WONFER, 31 Clinton Street, Newark, N. J.**

## BUSINESS OPPORTUNITIES

### A Business Opportunity

One of the leading and best paying Poultry Journals in United States has been placed in my hands for sale. Present owners are retiring from the publishing business. If you can command the necessary capital this is a splendid opportunity to acquire an established enterprise actually producing big profits. Address for full particulars, Box 832, care of Printers' Ink.

## COIN CARDS

**WINTHROP COIN CARDS.** Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS** (Dept. C.), General Printers and Binders, 141 E. 25th St., New York.

## FOR SALE

**FOR SALE AT A BARGAIN—Cox Duplex** Printing Press, good as new; 24 chases, motor and roller rack. Address, Box 832, care of Printers' Ink.

### For Sale Cheap—Pollard-Alling

Mail List Machine, Complete; Reliograph and Printer. Perfect condition. Write W. N., P. O. Box 103, Madison Square, New York.

**THREE TWO-LETTER LINOTYPE** Machines for sale—with Universal Moulds. Mats, motors, etc., guaranteed in good running order at \$1,460.00 on terms or liberal discount for cash. Box 830, care of Printers' Ink.

**FOR SALE:** Bullock 8-page Cylinder press; complete with stereotyping outfit, engine, shafting, etc. Now running and in good condition. We are installing a new 28-page outfit. Bargain price and easy terms. **DAILY ADVERTISER**, Clinton, Iowa.

## HELP WANTED

**LIVE TRADE PAPER** in the men's field wishes to secure an assistant editor. Must understand make-up; state where last employed and salary expected. Correspondence confidential. Box 813, care of Printers' Ink.

**A SMALL** but well-known trade paper desires advertising representatives outside New York. Preference to those already representing similar publications. Exclusive territory, percentage basis. Box 827, care of Printers' Ink.

### AAA HIGH GRADE SALESMAN

Fine opportunity for clean-cut business producer on special publicity proposition with largest firm of its kind. Advertising knowledge necessary. Commission basis. Work in central and western state cities. No traveling. Reference required. Write, giving full particulars. **NATIONAL PUBLICITY ASS'N, 410 Hodges Bldg., Detroit, Mich.**

## An Opportunity for an Advertising Man

whose ambition is bigger than his position, who likes to do more work than he is paid for, who cares more for the future than for the present. A progressive young magazine and book publishing company needs a man combining these qualifications with a wide acquaintance in the field. The work and the salary will depend largely on the man. If desired, the right man might secure an interest in the business by the investment of a few thousand dollars. Box 831, care of Printers' Ink.

## WANTED

### Manager of Contract Department

We need an experienced advertising agency space buyer who knows newspapers, magazines, bill boards, street cars and all kinds of trade journals and class journals, and knows how to place contracts and handle the work in connection with them. State experience and references in writing. Permanent position. Box 820, care Printers' Ink.

### LETTER WRITERS

### MAIL CAMPAIGNS PLANNED and EXECUTED

Ten years' generalship on the postage stamp firing line at your service. DAVID DANE, Portland, Ind.

### MISCELLANEOUS

### Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad—gift. Just the thing for conventions, etc. Write to factory for samples and prices. HELMET GUM FACTORY, "Ad Dept.," Cincinnati.

**MANUFACTURERS** looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

### POSITIONS WANTED

**SALES-CORRESPONDENT:** all that name implies. Practical, experienced systematizer, who possesses brains and initiative, would prove valuable assistant to sales or advertising manager. **KARFEN**, 716 Marcy Ave., Brooklyn, N. Y.

### ADVERTISING MANAGER

with broad gauge experience and fine record would like to hear from some publication that wants to increase its business. Box 826, care of Printers' Ink.

**POSITION** wanted as advertising manager by experienced writer of sane, logical copy. Can show that careful analysis expressed in crisp, terse English, well illustrated, lands the business. Age 29. Now employed. References. Address, Box 829, care of Printers' Ink.

### ARE YOU REPRESENTED IN NEW YORK CITY?

We solicit advertising, obtain subscriptions, make collections and advise as to "Who's who" in your line in New York City. The Associated Trade Paper Service Agency, 253 Broadway, New York City.

### Editor of Leading Outdoor

Magazine would like a man's size job in editorial department of a recognized publication or as advertising manager for a live concern where a record of having made good and the human intelligence to repeat would be appreciated on a cash basis. Box 834, care of Printers' Ink.

### Young man, residing in Phila-

delphia, with knowledge of advertising, experienced in credits and expert in handling delinquent accounts, desires position as assistant to either Advertising Manager or Credit Man. Willing to go anywhere, or would accept traveling position. Box 818, care of Printers' Ink.

### PREMIUMS

### Premium Dinner Sets Produce Positive Results

We have hundreds of gratified customers. Write for plans, prices and illustrations.

**H. R. WYLLIE CHINA COMPANY**  
Huntington, W. Va.

### PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

### PUBLICATIONS

### Remember Madison's Budget

when you need a humorous anecdote, a funny story or a subtle jest. It's the book that put the "O. K." in joke. **MADISON'S BUDGET** is a year-book of stage fun from which thousands of vaudeville artists get their comedy inspirations. Send **ONE DOLLAR** for the latest issue **MADISON'S BUDGET** No. 14. Here is my money-back guarantee to Printers' Ink readers: if **MADISON'S BUDGET** isn't worth a dollar to you, your dollar isn't worth a nickel to me. **JAMES MADISON**, publisher, 1404 Third Avenue, New York.

### PUBLISHING BUSINESS OPPORTUNITIES

**A SMALL TRADE PAPER** which can be handled easily by one man and will produce an income of \$3,000 can be bought for \$7,000. **HARRIS-DIBBLE COMPANY**, 71 West 23rd Street, New York.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



**PRINTERS' INK's** Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 28,377. Best advertising medium in Alabama.

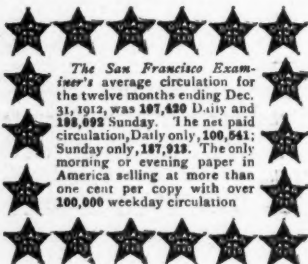
## ARIZONA

Phoenix, *Gazette*. Average Feb., 1913, 6,839. daily. A. A. A. ex. regularly.

## CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av.'12, 89,361. Largest morning circulation in Los Angeles.

San Diego, *Union*. Sworn circulation, 1912, Daily, 10,998; Sunday only, 14,792.



The *San Francisco Examiner's* average circulation for the twelve months ending Dec. 31, 1912, was 107,430 Daily and 198,692 Sunday. The net paid circulation, Daily only, 100,541; Sunday only, 187,913. The only morning or evening paper in America selling at more than one cent per copy with over 100,000 weekday circulation.

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,895; 1912, 8,124.

Meriden, *Morning Record*. Daily av.: 1910, 7,893; 1911, 8,085; 1912, 8,404.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 10,193 daily, 20.; Sunday, 15,478, 5c.

New London, *Day*. Evening. Circulation, 1911, 7,141; 1912, 7,467. Double all other local papers.

Waterbury, *Republicans*. Examined by A. A. regularly. 1912, Daily, 8,130; Sunday, 7,873.

## DISTRICT OF COLUMBIA

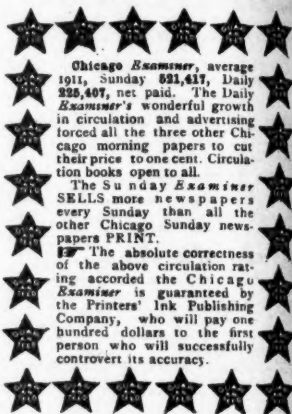
Washington, *Star*, Evening and Sunday. Average daily, 1912, 43,804 (C.O.). Carrier delivery

## ILLINOIS

Chicago, *Polish Daily News* (Dziennik Chicagowski). Daily average, 1912, 17,466.

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,249.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,501; Sunday, 10,449.



Chicago, *Examiner*, average 1911, Sunday 631,417, Daily 225,497, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

## INDIANA

South Bend, *Tribune*. Sworn average Mar., 1913, 13,658. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 9,875; Sunday, 10,824. "All paid in advance."

Des Moines, *Register & Leader*. (av.'12), 36,446. *Evening Tribune*, 30,824 (same ownership). Combined circulation 66,173—35% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Eve. Journal*. Only daily in county. 1,975 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 39,000.

## KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,432.

## LOUISIANA

New Orleans, *Item*, 6 months sworn statement U S P. O. daily and Sun., net circulation 44,763.

## MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1912, daily 10,592.

Portland, *Evening Express*. Net average for 1912, daily 19,026. Sunday *Telegram*, 12,320.

**MARYLAND**

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, \$6,394; daily, \$0,048. For Mar., 1913, \$2,370 dy.; \$6,946 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**MASSACHUSETTS**



Boston, *Globe*. Average circulation.

Daily (2 cents a copy)

1912, 130,149—Dec. av., 123,189.

Sunday

1912, 322,915—Dec. av., 320,644.

Advertising Totals: 1912, \$642,511 lines

Gain, 1911, 266,480 lines

1,724,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. March circulation averages of *The Boston Post*: *Daily Post*, 413,324; *Sunday Post*, 318,836.

Boston, *Herald and Traveler-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1912, av. 8,986.

Best paper and largest circulation in its field.

Lyons, *Evening Item*. Daily sworn av. 1910,

16,962; 1911, 16,987; 1912, 18,328. Two cents.

Lyons' family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,193.

Worcester, *Gazette*, evening. Av. Jan. to Dec.,

'12, 20,367. The "Home" paper. Largest ev'g circ.

**MICHIGAN**

Detroit, *Michigan Star*. Michigan's only farm weekly. Average circulation 1912, 83,463.

Jackson, *Patriot*, Aver. year, 1912, daily

10,470; Sunday, 11,466. Greatest circulation.

**MINNESOTA**

Minneapolis, *Farmer's Tribune*, twice-a-week.

W. J. Murphy, publisher. Aver. for year ending

December 31, 1911, 21,387.

Minneapolis, *Farm, Stock and Home*, semi-

monthly. Actual average for year ending Dec.

31, 1912, 106,350.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every

evening and Sunday (©). In

1912 average daily circulation, © ©

evening, 81,403. In 1912 average

Sunday circulation, 84,714. Daily average

circulation for March, 1913, evening only, 85,766.

Average Sunday circulation for March, 1913,

89,169.

**CIRCULATION Minneapolis, Tribune, W. J.**

Murphy, publisher. Established

1867. Oldest Minneapolis daily

Average circulation of daily

*Tribune* for year ended Dec. 31,

1912, 109,461. Average circula-

tion of Sunday *Tribune* for same

period, 184,463. Average net paid

circulation for 1912, daily *Tri-*

bune, 100,134; Sunday *Tribune*,

143,951.

by Printers' Ink Publishing Company

**MISSOURI**

St. Louis, *National Farmer and Stock Grower*,

Mo. Actual average for 1912, 123,453.

**NEW JERSEY**

Camden, *Daily Courier*. Daily average Oct.

1st, 1912 to Mar. 31, 1913, 10,935.

Camden, *Post-Telegram*. 10,900 daily average

1912. Camden's oldest daily.

**NEW YORK**

Albany, *Evening Journal*. Daily average for

1912, 15,156. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,406.

Buffalo, *Courier*, morn. Av., 1912, Sunday,

99,692; daily, 54,496; *Enquirer*, evening, 37,182.

Buffalo, *Evening News*. Daily average, 1912,

99,669.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,729.

**NEW YORK CITY**

**The Globe** Largest high-class evening

circulation. Counts only

papers sold for cash. Net cash daily average,

January 1st to December 31st, 1912, 139,437.

A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Lietz.

Actual Average for 1912, 22,010. Benjamin &

Kennin, 225 Fifth Ave., New York; Peoples'

Gas Building, Chicago.

Utica, *National Electrical Contractor*, mo.

Average for 1912, 3,666.

**NORTH CAROLINA**

Winston-Salem, *Daily Sentinel* (e.), av. Mar., '13,

4,330. *Semi-Weekly Sentinel*, av. Mar., '13, 6,476.

**OHIO**

Cleveland, *Plain Dealer*. Est. 1841. Actual

average for 1912: Daily, 106,684; Sun., 124,358.

For March, 1913, 110,365 daily; Sunday, 143,928.

Youngstown, *Vindicator*. D'y av., '12, 16,971.

LaCrosse & Maxwell, N. Y. & Chicago.

**PENNSYLVANIA**

Erie, *Times*, daily. 22,974 average,

March, 1913. A larger guaranteed paid

circulation than all other Erie papers

combined. E. Katz, Special Agt., N.Y.

Philadelphia, *The Press* (©) is

Philadelphia's Great Home News-

paper. Besides the Guarantee

Star, it has the Gold Marks and is

on the Roll of Honor—the three

most desirable distinctions for

any newspaper. Sworn average

circulation of the daily *Press* for Nov., 1912,

83,251; the Sunday *Press*, 178,787.

Washington, *Reporter and Observer*, circulation

average 1912, 12,060.



**West Chester, Local News,** daily, W. H. Hodgson. Aver. for 1912, 18,186. In its 40th year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre, Times-Leader,** eve., net, sworn, average 1912, 18,681.

**Williamsport, Daily Sun and News.** Average for December, 1912, 17,025.

**York, Dispatch and Daily.** Average for 1912, 18,638. Covers its territory.

#### RHODE ISLAND

**Pawtucket Evening Times.** Average circulation for 1912, 21,097—sworn.

**Providence, Daily Journal.** Average for 1912, 24,463 (©©). Sunday, 34,777 (©©). **Evening Bulletin,** 22,547 average 1912.

**Westerly, Daily Sun,** George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 6,449.

#### SOUTH CAROLINA

**Charleston, Evening Post.** Evening. Actual daily average 1912, 8,699.

**Columbia, State.** Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,525. March, 1913, average, daily, 20,460; Sunday, 20,180.

**VERMONT**

**Barre, Times,** daily. Only paper in city. Av. 1912, 6,938. Examined by A.A.A.

**Burlington, Free Press.** Examined by A.A.A. 9,416 net. Largest city and state.

#### VIRGINIA

**Danville, The Bee** (eve.). Av. Feb. 1913, 8,433. March, 1913, ave., 8,718.



#### WASHINGTON

**Seattle, The Seattle Times** (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1912 circ. of 66,152 daily, 84,844 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. The Times in 1911 beat its nearest competitor by over two million lines in advertising carried.

**Tacoma, Ledger.** Average year 1911, daily, 19,001 Sunday, 27,358.

**Tacoma, News.** Average for year 1911, 19,210.

#### WISCONSIN

**Fond Du Lac, Daily Commonwealth.** Average year ending Dec. 31, 1912, 4,065. Established over 40 years ago.

**Janesville, Gazette.** Daily average, Mar., 1912, daily 6,026; semi-weekly, 1,878.

**Milwaukee, The Evening Wisconsin,** daily. Average daily circulation for 1912, 46,684. The **Evening Wisconsin** is the State's favorite home newspaper. Chas. H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York; 725 Old South Bldg., Boston; 1054 Peoples' Gas Bldg., Chicago.

**Racine (Wis.) Journal-News.** Average circulation, 1912, 7,036.

#### ONTARIO, CAN.

**Fort William,** farthest West city in Ontario. **Times Journal,** daily average, 1912, 4,123.

#### QUEBEC, CAN.

**Montreal, La Patrie.** Ave. year 1912, 48,327 daily. Highest quality circulation.

#### SASKATCHEWAN, CANADA

**Regina, The Leader.** Average, 1912, 11,784. Largest circulation in Saskatchewan.

## Want-Ad Mediums

#### CONNECTICUT

**MERIDEN Morning Record.** Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

**NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word.

#### DISTRICT OF COLUMBIA

**THE Evening and Sunday Star,** Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

#### ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

**THE Chicago Examiner** with its 541,023 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

#### MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

#### MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



**THE Boston Globe,** daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,806 more than were printed by any other Boston newspaper.



#### MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

**CIRCULATION** **THE Minneapolis Tribune,** Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor.

Rates: 1 Cent a word, cash with Ink Pub. Co. the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



★ THE Minneapolis Journal, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents. ★

## NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

## OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

## PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## (◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—Webster's Dictionary.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

## ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy. av. 1912, \$3,804 (◎◎). Delivered to nearly every home.

## ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

## KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston Evening Transcript (◎◎), established 1830. The only gold mark daily in Boston. Worcester L'Opinion Publique (◎◎). Only French paper among 75,000 French population.

## MINNESOTA

The Minneapolis Journal (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

## NEW YORK

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 20,000 weekly. MCGRAW PUBLISHING CO.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 19,500 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (◎◎). Specimen copy mailed on request. 283 Broadway, N.Y. New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."—Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world. The New York Times (◎◎) has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers. New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Nov., 1912, sworn net average, Daily, 93,261; Sunday, 175,787.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence Journal (◎◎), only morning paper among 600,000 people. "The R. I. Bible."

## TENNESSEE

The Memphis Commercial-Appeal (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## WASHINGTON

The Seattle Times (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee Evening Wisconsin (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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## A Message From San Francisco

"In writing copy, formulating plans, laying out campaigns, the advertising man must be able to picture in his mind's eye *all the activities* involved in producing and financing and marketing the commodity which he is handling."

That is the broad-gauged view of Mr. George H. Eberhard, organizer of the "Eberhard Service" and one of the leading representatives of progressive advertising on the Pacific Coast.

Mr. Eberhard has been for two years using the Modern Business Course and Service of the Alexander Hamilton Institute as a practical means of widening his knowledge of "*all the activities*" of business. He speaks from first-hand experience when he says:

"It's hard to even begin to tell you of the many instances wherein I found it possible to utilize in a practical, productive way the information brought to me by your Course and Service.

"Within the past month I found that reference to the work on transportation practice and rate making cleared up an important question submitted by a client.

"The advertising man of today must be a student of every phase of business. There is no better way to my knowledge of covering the whole range of subjects and supplementing one's actual knowledge and experience than to go through your Modern Business Course."

You could get as much as Mr. Eberhard out of our Course and Service. A large number of progressive advertising men are now included among our 10,000 subscribers. Many of them have already made their mark. Others are looking forward to executive work. All are men who realize that it requires broad knowledge to handle advertising problems effectively.

Our recent booklet on "Unseen Forces in Business" is a fair sample of our product. You will find it interesting and highly profitable reading. To get a copy write on your business letter head—or use the coupon—to-day.



**Alexander Hamilton Institute**  
Astor Place New York City

..... Write your name and address legibly. ....

### ADVISORY COUNCIL

Joseph French Johnson, D.C.S.,  
Dean, New York University School  
of Commerce, Accounts and Finance.

Frank A. Vanderlip, LL.D., President,  
National City Bank, New York.

Elijah W. Sells, M.A., C.P.A., Senior,  
Member Haskins & Sells, Certified  
Accountants.

Jeremiah W. Jenks, LL.D., Professor  
of Government, New York University.

Henry R. Towne, President, Yale &  
Towne Mfg. Co.

Without placing me under any sort  
of obligation send me your talk on  
"Unseen Forces in Business."

Name .....

Position .....

Address .....

**T**HE CENTURY  
cannot be bought  
for less than 35 cents per  
copy or \$4.00 per year.

No inducement of any  
kind outside of the mag-  
azine is made to anyone.

For the advertiser who  
desires "quality circula-  
tion", there is no waste  
with The Century.